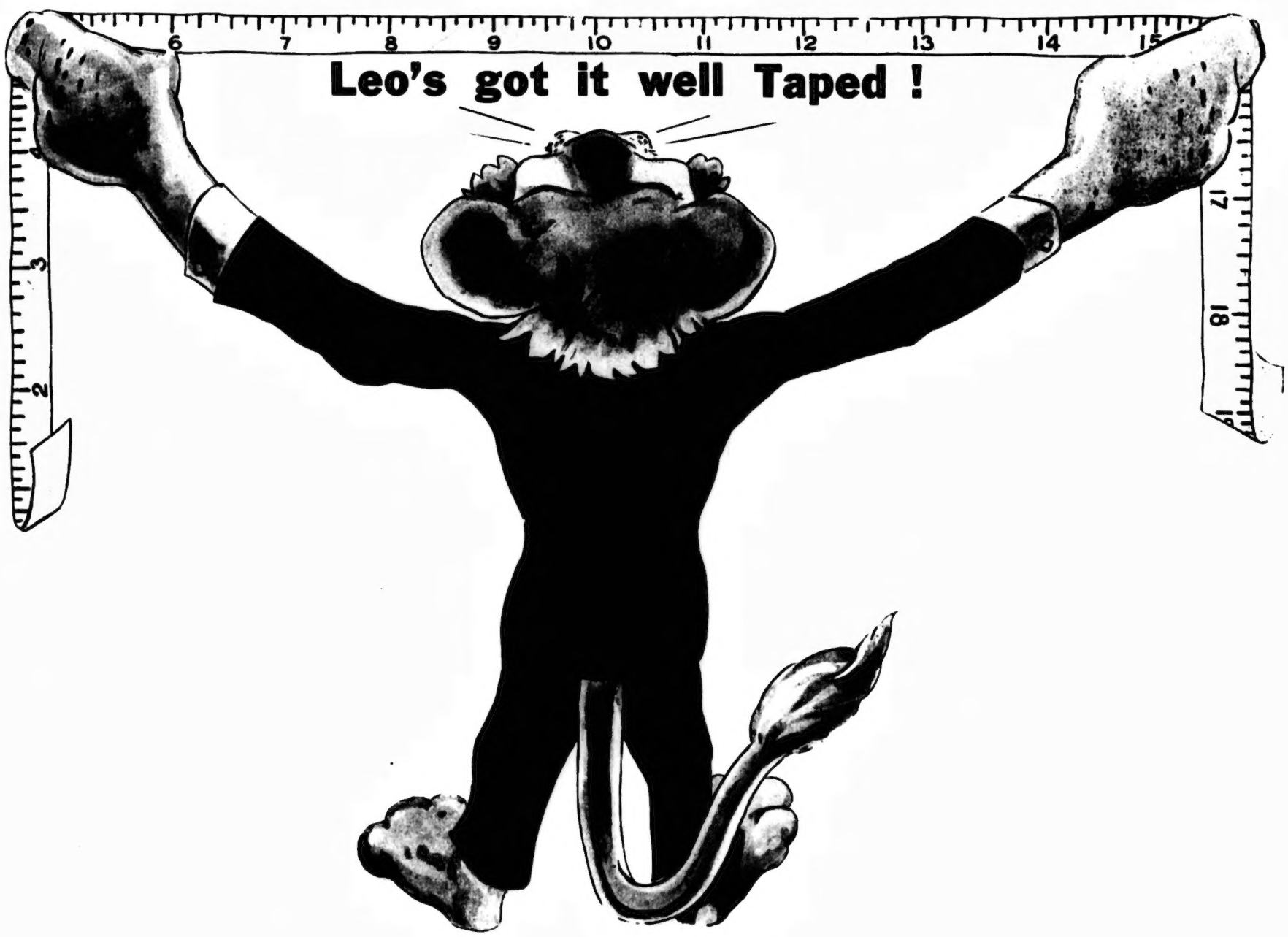
Kine WEEKLY

OVER-BUILDING: BRANCH REACTIONS

See pp. 11, 12, 19

1934



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The entire organisation of Metro-Goldwyn-Mayer wishes the Industry A Very Happy New Year!

A HAPPY NEW YEAR

•

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BRITISH MOVIETONE NEWS

Distributed by Fox Film Co., Ltd., 13, Berners Street, W.1

Stoke Showmen's Clash

(See pages 5 and 6D).

Kinematograph WEEKLY

No. 1393 Thursday, December 28, 1933 Vol. 202

B. I. F. Merger Passed

(See page 5).

BOXING-DAY WAS BOX-OFFICE DAY

Record Business for London Kinemas

THE Pantomimes opened, there were fourteen dog race meetings, a blanket of fog settled over London, it rained . . . conditions were murky and muddy. That was the West End on Boxing Day and the opposition for the Exhibitor showmen, but when doors were finally closed they were happy and satisfied, for in spite of giving away weight Boxing Day in nearly every house proved to be Box Office Day.

Three houses at least, in the West End, did record business, reports a *Kine.* special correspondent who travelled around on Bank Holiday night. From outer London halls also, Hammersmith, East London, Hendon, Edgware, Tooting, Brixton, Streatham, North London and the West come reports of satisfactory takings, steady patronage and results that belied the adverse weather conditions.

All Day Capacity

Two happy and chortling people were **Harry Wells** and **Charles Raymond** at the Empire. By ten-thirty in the morning the house was full for the Crawford-Gable hit from M-G-M, "Dancing Lady." By lunch, the queues had formed, and from then until late at night the Empire was crammed to capacity.

Record business was done, for not only was the demand for the cheaper parts terrific, but at times there were waiting lines for the most expensive seats. "Dancing Lady" will be held over for another week.

From the Empire we took Mae West's advice and went over and saw her, and at the Carlton, too, Manager "**Bunny Doyle**" had only one regret—that the theatre record for all time had been missed only by the smallest of margins. "I'm No Angel" was given six capacity performances.

At the Plaza, friend **Newton** arrived early and was amazed to find a big queue waiting for the opening of the theatre. It was a real family audience, with children predominating, for "Alice in Wonderland," Paramount's whimsical fantasy, was a rich success, as it was, too, at the Metropole, Victoria. The programme at the Plaza was a veritable feast, for in the bill also was the Walt Disney classic, "Three Little Pigs."

Quite appropriately, turkeys proved popular at the Capitol, where **J. A. Barker** and **Harry Jacobs** were kept busy packing in patrons, especially for the afternoon houses, for the Walls-Lynn hit, "Turkey Time."

Among these giants of the West End there was one smaller house that did really excellent business considering the special appeal of the programme. This was at the Rialto, where Manager **J. H. Welsh** welcomed a steady flow of patrons for the French classic, "L'Ordonnance," and this in spite of the fact that a large proportion of the wealthier type of visitor to this theatre was out of town.

After a long run such as the Korda epic, "Private Life of Henry VIII" (United Artists) has had, it would not have been surprising had moderate business been done at the Leicester Square Theatre. The reverse, however, was the case, and matinée and tea-time business was comfortable.

Beery Crowds Regent Street

Progress up Regent Street was not easy. It was necessary to weave a way through crowds coming out and crowds trying to get in to the New Gallery. Here the attraction was 20th Century Pictures' first offering, Beery in "The Bowery." No doubt about it, this was one of the hits of the holiday pictures. **T. G. C. Turnbull**, our courteous and kindly friend in this delightful theatre, never had a moment's respite from noon until late at night. There were queues at front and back entrances, and even drizzle did not dampen determination.

The round went on merrily with a trip to "**Bill**" **Pepper**, at the Marble Arch. We interrupted him at a real job of work. He was "cashing up" when we got there. He had "cashed in" with a vengeance on "Red Wagon." This B.I.P. hit was definitely to the liking of good houses, afternoon and evening. Fog threatened the worst early on, but the blaze of light and the showmanship touch in appeal to visitors easily overcame this handicap, and although it has had a splendid run already, "Red Wagon" still goes steadily rumbling on.

Police in Demand

At the Dominion our 6-ft. majestic friend, **Ivor Smith**, had one of the best days in the history of the theatre, and certainly one of the most cheerful of Boxing Day West End returns. The offerings were Fox's "Paddy the Next Best Thing," supported by "Shanghai Madness," from the same producer, and a first-rate stage show. When the theatre opened at noon it was filled in fifteen minutes. Police were necessary to control the crowds all day, and even the more expensive circle could have been sold out more than once.

At the Coliseum, in Charing Cross, Devon maids in summer frocks and with rosy cheeks and a wonderful lobby display of a Devon orchard, gave a cheery welcome to patrons who went to see May Robson in Columbia's saga of the apple, "Lady for a Day." As Manager **Sam Harbour** put it, good houses "just ate it"—the picture, of course. . . .

"Aunt Sally" had a riotous time at her opening at the Tivoli. Manager **Seale** had once again another winner to offer patrons. Happy, merry Bank Holiday crowds filled the theatre and queued for hours, and Cicely Courtneidge's new comedy was a success from start of day to the last house at night.

Yes, Boxing Day, 1933, was Box Office Day. Good pictures beat the weather. Showmanship did the rest and added to the accountants' burdens!

MICKY HYAMS
(See News Story on page 6C.)

UNION THREAT TO KINEMAS

WAGES AND CONDITIONS ATTACKED

AN armistice has been declared in the dispute that has arisen on the subject of wages paid to attendants in certain Manchester kinemas, and the "crusade of disturbance" advocated by A. Purcell, secretary of the local trades council is being held in abeyance.

It is understood that no further action will be taken for the moment. In the meanwhile an attempt is being made to bring representatives of the unions and theatres concerned together.

The Manchester branch of the C.E.A. has offered to place its offices at the disposal of the parties, but no conference is likely until the New Year.

A. Purcell, secretary of the Manchester and Salford Trades Council, who made the original allegation that conditions of employment in certain kinemas were below trade union standards, and suggested that a band of "crusaders" should attend performances, and "at a convenient time, spoil the show," has now stated that the "crusade of disturbance" will be left in abeyance.

In an interview, Mr. Purcell alleged that a letter from the National Association of Theatrical Employees showed that people were employed in the theatres and kinemas who were working long hours for a few shillings a week, one instance being quoted of a woman who worked 72 hours for £1 a week.

Chris. Bower, acting secretary of the Manchester and District branch C.E.A., said, "I think the complaint will be found to be against a few of the theatres not in the C.E.A."

NO FILMS TURNED DOWN AT BRUM.

ANNUAL REPORT VINDICATES TRADE

THE annual report of the Birmingham Entertainments committee affords a striking vindication of the quality of films screened in the City and a complete answer to the small but extremely vocal criticisms of the committee which increasingly demands more stringent censorship.

IN NO INSTANCE HAS IT BEEN FOUND DESIRABLE TO ISSUE A TOTAL PROHIBITION WITH RESPECT TO A FILM.

The report also says that: "Careful attention has been given to the character of the films exhibited within the city: ten have been specially viewed and such action as was possible has been taken.

"Much credit is due to the British Board of Film Censors for its valuable work in eliminating undesirable films and objectionable incidents, and it is felt that the co-operation of the Film Consultative Committee with the Board must result in a general improvement. The last report of the Board indicates the immensity of their task, and the congratulations of the Committee were conveyed to them upon their efforts in the direction of raising the standard of films generally.

"Good results are also expected from the work of the authority which has been set up to administer the Cinematograph Fund.

"Much remains to be done," the report adds, "but the increased supply of wholesome films which is desired by all who wish the kinema to be an uplifting influence must depend upon the demand which is shown, and public opinion must in the end be the determining factor."

"Horror" Films

Respecting "horror" films, the report states that at a meeting of the Joint Committee the justices' representatives pointed out that "advice" to the parents would not effectively prevent children being taken to kinemas. The C.E.A. representatives intimated that they preferred definite directions from the justices in these cases. Accordingly, it was arranged that each film in the category should be seen by representatives of the Public Entertainments Committee and, where desirable, restrictions placed on the attendance of children, whether accompanied by an adult or not.

Films which came under the justices' ban, as affecting children, were "Enemies of the Public," "The Old Dark House," "Kongo," "The Mummy," "White Zombie," "The Mystery of the Wax Museum," and "King Kong."

Useful Co-operation

The value of the friendly discussions is shown by the variety of subjects dealt with at meetings of the Joint Committee of the Justices and the local C.E.A. during the past twelve months:—

1, Entertainments at picture houses; 2, managers' agreements; 3, advertisements on kinema screens; 4, children and "A" films—(*a*) category notices, (*b*) posters and publicity material, (*c*) censor's certificate, (*d*) horrifying films; 5, Sunday Entertainments Act—(*a*) expenses of licensing authority, (*b*) storage of excess films, (*c*) fire attendants, (*d*) persons in charge when licensee absent, (*e*) kinema staffs, (*f*) category boards, (*g*) conditions of Sunday permits, (*h*) Sunday register, (*i*) administration; 6, toilet requisites, ventilation and lighting; 7, children's matinées; 8, publicity methods; 9, revised regulations; 10, boys smoking at picture houses.

The report states that the decisions reached are conveyed by the association to every member, and that the discussions and arrangements made have been found to be of advantage to all concerned.

In accordance with an arrangement arrived at in the Spring, representatives of adjoining authorities, including the County of Warwick, Dudley, Smethwick, Walsall, Wolverhampton, and West Bromwich, have been present at films viewed by the Birmingham committee, and in this way, the report says, valuable co-operation is being established. A joint discussion takes place after each picture is seen, but each authority retains full freedom of action.

Eighty Kinemas.

The justices are satisfied, are being maintained and conducted in a creditable manner."

A statistical appendix shows that there are in Birmingham 80 kinemas, with accom

(Continued on page 5, col. 1)

Southampton's Kine. Mayor

RECEIVES TRADE COLLEAGUES

SOUTHAMPTON'S kinema mayor, Coun. W. D. Buck, had the very great pleasure on Thursday of receiving in his parlour, at the new civic centre, his colleagues of the Industry, who had expressed their desire to wait upon him officially to congratulate him on his appointment.

The company included Messrs. H. Mears, vice-chairman of the Bournemouth subsection; Capt. A. N. Kendal, vice-chairman of the Association, who came from Andover; H. J. Hood, the first chairman of the Hampshire Association; E. Charles, manager of the Palace Theatre; Messrs. F. Spickernell (Plaza, Northam), J. W. Parker (Standard, Southampton), Capt. G. H. Clement and A. C. Palmer (Regent, Shirley), S. Bacon (Palladium), E. Lepard (Empire, Southampton), S. C. Berrill (Gaiety, Southampton), A. E. Partridge and W. B. Tyrer (Rialto, Southampton), H. Chandler (Picture House, Southampton), Jack Colley (Hippodrome), and Miss Archer (King's Theatre, Southampton). H. H. C. Mitchener (Secretary to the Association) was also present.

The proceedings were of a very cordial nature, and in the absence of Major A. W. Banner, O.B.E., the chairman of the branch, who was detained in London, Capt. Kendall, the vice-chairman, expressed the members' heartiest good wishes to the Mayor. He said that it was the first time a member of the kinema Industry had been elected to the position of chief magistrate of Southampton, and he felt that the borough, in honouring Coun. Buck, had honoured the Association, for which he had done so much excellent work. He recalled that Mr. Buck was the first exhibitor in Southampton to build a theatre expressly for kinema purposes, and during the existence of the Association he had shown a deep interest in the welfare of the exhibitors as a whole.

The Mayor, in reply, said he had already performed many duties in connection with his office, but none had given him greater pleasure than to receive the congratulations and tokens of good will of his colleagues in the Trade. He recalled that he had been in the Trade for 24 years, and he was proud of the fact that the relations between the members of the entertainment Industry were so friendly and amicable. Speaking of the developments he had witnessed since he entered the Trade, he remarked that those who were engaged in the entertainment Industry used to be called showmen; but entertainments had now been raised to a much higher level than formerly. It was a business that could not fail so long as they studied their patrons, and gave of their very best. During the last few months they had passed through a period of depression, but his advice to them was, "Keep your heads above water and do not be downhearted," adding that he was sure things would "Buck up" in the next twelve months.

F. Spickernell proposed the health of the Sheriff, which was seconded by Mr. Mears, and Mr. Parker proposed the health of the Town Clerk.

"ALICE":—THE TRUTH

EARL ST. JOHN REFUTES "WITHDRAWAL" STORY

A statement published in a lay newspaper in London last (Wednesday) night that "Alice in Wonderland," the Paramount fantasy, was to be "withdrawn," is no surprise at all. Earl St. John, responsible for the direction of Paramount, gave the following statement to the *Kine.* last night:—

"Exhibitors should know by now that we never book a film for the Plaza for more than a week. The fact that this picture has had simultaneous release in eight London halls, in one case so near to the Plaza as Victoria, including our own Astorias, where, in conjunction with halls in Tooting, Walthamstow and Golders Green, it has been playing to record business, speaks for itself.

"It will be in the programme next week of the Stoll Theatre, Kingsway, and twenty other halls in accordance with booking arrangements, and

will still be played for matinees only at the Plaza next week also.

"It is absolutely ridiculous to speak of 'the withdrawal' of the film. It has run for ten days—three more than any schedule booking—at eight London halls and has smashed box office records.

"There was never at any time any idea of holding over 'Alice' into next week. We had already advertised a week ago, before the holidays, that our next feature 'Sitting Pretty' would go into the Plaza on Friday."

The *Kine.* understands that the Paramount executives are considering the taking of counsel's opinion in regard to the report published.

KINEMATOGRAPH WEEKLY

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OVERBUILDING: A WARNING

SOME idea of the difficulties which confront a committee on overbuilding is afforded by the discussion which has taken place at recent C.E.A. Branch meetings. In almost every section of the country the same danger has been sensed, but the varying comments have proved already that it will be impossible to draw a definite line, one side of which will be right and the other wrong.

Some people are still harping on the idea of an official limitation of licences, but we warn them that if this were possible, which at present it is not, they would be embarking upon a course that is dangerous in the extreme, and one that can only lead to the most serious consequences.

Even if there were the possibility of the requisite legislation being passed —and it is surely unnecessary to explain how very improbable this is—exhibitors must grasp this fundamental fact: no procedure, whether legal or commercial, can save the small old-fashioned hall from being outmoded by the modern structure. There can be no vested interest in a licence entitling the holder to veto competition.

It is very hard on a small man who has laboriously built up patronage in his own area to be confronted with the opposition of an outsider, a man perhaps without local associations who has enterprise and capital enough to take advantage of a growing neighbourhood.

It is difficult, however, to see the way out, as is evidenced by the different counsels elicited of late. One man, a veteran of the Industry, says frankly he can support no action involving official resistance; he himself, he points out, was the first exhibitor in his city, and he had seen opposition grow up all round him.

Others have suggested that the way out would be for the newcomer to purchase the licence from an already established kinema, so that the original holder should receive compensation. As this, or any development of it, presupposes legislation, on the principle of public-house licences, we may put this idea on one side, with a strong hint that it need not be brought up again. Talking in terms of monopoly values is waste of time.

All that can be done by rationalising new construction schemes will be done, but we appeal to kinema proprietors not to spend their energies in any such unproductive arguments as those demanding any additional form of supervision which would give either the local or the national authorities a still greater grip on the business.

WHAT IS COPYRIGHT?

APROPOS the new situation created by the judgment given on gramophone copyright, an interesting point in the law of copyright is shortly to come to the Courts, according to the announcement of a well-known daily newspaper. An item in a recent issue of a newsreel film depicted a parade at a boys' training school. The boys were marching to a well-known tune which is copyright.

The cameras naturally registered the scene, and at the same time the sound apparatus recorded the music, and this was subsequently presented as a sound item to the film audiences at various kinemas. Now it is understood an organisation interested in the copyright of that music is considering legal action against the film company for an alleged infringement of the musical rights.

The Younger Generation

Demands a New Outlook

by

Stanley Grimshaw

(Director and General Manager of the Carlton Picture House, Liverpool)

This Industry does offer attractive and glittering prizes to young exhibitors with business ability, imagination and the will to make good. The rewards will not be so extravagant as they have been in the past, but will still be substantial judged by present-day standards.

In this article Stanley Grimshaw, one of the youngest members of the North-Western Branch, provides a stimulating antidote to the Dismal Jimmies and those who, cherishing memories of the past, neglect present opportunities.

THOUGH one cannot belittle such obvious and ominous troubles of the Industry as the excessive degree of taxation, overbuilding, and general shortage of money, I have never been so pessimistic in my outlook on the prospects of the Industry as many of the exhibitors with whom I come into daily contact. Perhaps one of the reasons is that I survey the position from the standpoint of the younger man, unhampered with the somewhat embittered reflections that "things aren't what they were." This unfortunately rankles in the minds of many of the older members of the Trade. To me, quite modest fruits represent a reasonable harvest.

As a mere beginner, with less than ten years' association with the Trade, I am confident that in adopting the kinema industry as my particular weapon to keep the wolf from the door, I have made a choice no more beset with difficulties, nor less lucrative, than any other vocation which fate or personal inclination may have suggested.

IN fact, I may even say, that in my opinion we enjoy many special advantages not shared by the majority of industries, and which considerably lighten our burden; for instance, we do not carry expensive stock that depreciates by seasonal changes, we suffer no losses from bad debts, and our money is in the till before we deliver the goods.

Also, on the credit side is the fact that we can number among our customers every individual member of the community, father, mother, sister, brother, old and young, rich and poor, infirm, even deaf and blind. What a field, in comparison with the restricted markets of so many of the industries which our younger members of the Trade may have otherwise selected.

To the veteran exhibitor I would venture to say, "If circumstances or the fact that you cannot leave the 'game' alone, compel you to remain in the industry, under less rosy conditions than of yore, recall the good times in a spirit of satisfied and contented reflection. You made hay while the sun shone. Obviously such a state of things could not last for ever, so cease warping the outlook for the younger man, by constant moaning about 'the good old silent days' or 'the time when you bought pictures for a fiver and made £100 profit on the week.'"

Many of these things are the cause of the troubles under which the Industry labours to-day.

DOES not the percentage system owe its origin to the fact that the renter "tumbled" to the profit the exhibitor was making and decided to have his "whack." Only last week a Liverpool renter of over 20 years' experience, told me of an exhibitor who, in silent days, almost pleaded with tears in his eyes that to pay £7 10s. for a film caused him to lose money, but by a strange turn of fortune's wheel, the renter later came into possession of the exhibitor's books, and found that there were very few weeks when the profit was below £80.

WHAT permitted the renter to become "top dog" and regulate the Industry as he thinks fit to-day, was the ever-increasing number of kinemas, all of which required films, and nearly all built from the profits made by other halls by successful exhibitors, who failed to realise that they were making a rod for their own backs.

That progress and competition are essential, I am aware, but if, instead of the haphazard building of "supers" wherever and whenever a site could be found, the "veterans" had put up halls judiciously, opening their new one to close down their old, many of the burdens of the coming generation of exhibitors would have been avoided.

To the young exhibitor I would say:—"In spite of all our troubles, we could be much worse off in many other businesses, and for the young man who is enthusiastic about his job, and doesn't expect 'the earth,' there is a bright future and as much opportunity to climb the ladder of fortune, as he can reasonably expect in this vale of tears.

"It is no longer 'easy money business' (there are too many of us for that, apart from having to reckon with our old friend, the 50 per center), but we still enjoy, to a wonderful degree, the confidence of the public, who, given more spending money, will support the young exhibitor who sets himself out for them, to an even greater degree than they have done in the past."

WILLIE McGAW

NOTWITHSTANDING a particularly beastly fog, there was not a seat vacant at the Ritz, Arnos Grove, when the Mayor of Southgate declared the latest A.B.C. hall open It was, indeed, as Willie McGaw pointed out, a tribute to the ventilating system employed that not a vestige of the murky outside atmosphere was visible within the distinctive building designed by W. J. King.

MR. McGAW was rightfully appreciative of the many compliments paid to the newest addition to the circuit. In design and decorative treatment, the Ritz is well abreast of anything in the West End, and I have rarely witnessed an opening ceremony which went off with more slick efficiency. John Maxwell looked in during the evening, and Arthur Dent, who was keenly anticipating a brief holiday at Newquay. I was also glad again to meet A. S. Moss, who is nowadays chief circuit supervisor.

JOE SCHENCK, whom it was a real delight to meet again last Wednesday, changes very little indeed, and carries his responsibilities lightly, thanks to an enthusiasm for his job, and a readiness to view all problems in a new light.

THE developments, recorded on another page, by which an exchange of players and technicians will be effected between United Artists, London Film Productions and British and Dominions, appeared to give Mr. Schenck great satisfaction, and whatever he can do to bring them the highest success, he will do, I am sure.

LONG SHOTS

Putting on the Ritz—Schenck Enthusiastic—The Infant Institute — "Everyman" Goes Films

THERE was the real Christmassy spirit at the Kit Cat on Wednesday evening, when Gaumont-British entertained a large party of exhibitors, stars and Press after the presentation of "Turkey Time." The happy note sounded in the film was echoed in the proceedings, over which Jeffrey Bernerd officiated so capably.

THERE were a number of G.-B. stars present, but I was particularly interested in the very warm welcome accorded Betty Balfour, who attended with her husband during the evening. Crackers, Christmas fare and all the time-honoured appurtenances were agreeably rounded off by a clever cabaret, and, of course, Roy Fox and his orchestra. A delightful and altogether auspicious send-off to the latest G.-B. offering.

IN the corner of an invitation card issued by the British Film Institute for a reception, at 5 p.m. on January 11, appears the word "Cocktails." The function must, therefore, be taken as the Society equivalent to what is designated in the vulgar tongue "wetting the baby's head."

THIS will provide an opportunity of meeting Lady Levita and other Governors of the Institute, who will outline their plans for nourishing this healthy infant and preparing him for his task in life. There seems to be a real determination on the part of the Governors, together with its able officers, J. W. Brown and R. V. Crow, to make the Institute a very effective instrument for enlarging the scope of the cultural film.

NEGOTIATIONS of which I was well aware a few weeks ago, have now been concluded, by means of which *Sight and Sound* is in future to be published by the Institute. For the past two years, this magazine has devoted its pages to the use of the film and the gramophone in education. By adopting the magazine as its own the Film Institute secures an already established publication for its purpose and the magazine a wider circulation.

THERE can be no other Trade than ours which expresses its good wishes at this season of the year so adequately through the medium of the Christmas card. Those received at the *Kine.* office this year have been more numerous than ever, and, moreover, reflect great credit upon the taste of the senders, both in design and phrasing. I appreciate the good wishes conveyed, and wish a prosperous New Year to all.

ORIGINAL occasional rhyme is the means of expression of Christmas greeting adopted by those stalwarts of the West Lancs branch, James Atroy, Harry Simpson and Harry Hargreaves. They have tried it before without dire results, and this year have sent to every member a rhymed greeting, which is full of kinema topicalities. Not for nothing did Wordsworth dwell in adjoining Lakeland.

WHILE there will be some who will mourn the passing over of the Everyman Theatre, Hampstead, from plays to films (so pathetic is the devotion of the confirmed playgoer to his temples), the fact that "outstanding" films are to be presented there provide some compensation.

THE management strikes a sane note in its early publicity, declaring that as many good films have come from Hollywood and Elstree as from the Continent. This will shock some of the ardent pro-Muscovites, no doubt, but it shows that they are nearer to making a commercial success of the theatre than had they become extremely *avant-garde*. "Le Million" was the opening film on Boxing Day.

HAL ROACH may well be accounted a veteran film producer. He celebrates next month his twentieth anniversary as a film producer. A get-together luncheon is being arranged in Hollywood, a feature of which will be some of the first films of to-day's top-line stars. Janet Gaynor, Will Rogers, Lionel Barrymore and Harold Lloyd are among them.

WHILE some newspapers boast every time they register a new subscriber, the *Kine.* nearly 100 per cent. exhibitor circulation, makes mention when it loses one. An old *Kine.* subscriber, W. H. Baker, of Buxton, writes to me saying he is 80 years of age, and is no longer connected with the Trade, so is giving up his subscription. We mourn his decision, and hope to keep all other subscribers till they're 80.

I WAS glad to welcome Pierre Autré, the technical expert of *La Cinematographie Francaise*, just before the holiday. He is a fast worker as well as a speedy speaker, and had a studio-visiting and a film-seeing programme to carry out before his return to Paris, the which was perfectly staggering.

THE STROLLER.

STOLL TO START PRODUCTION AGAIN

SIR OSWALD PLANS SUPER FILMS

From Our City Editor

IN the unfortunate position which the Stoll Theatres' Corporation finds itself, and to which we referred last week, a good deal of attention will be paid in the future to the manufacture of super-quality pictures.

To this end a "master-producer" has been persuaded to join the group in the autumn, and it is hoped that the pictures under his guidance will yield a profit of £250,000.

Outlining a programme, Sir Oswald Stoll, at the meeting on Thursday, said that a craze for kinema building set in, which resulted in destructive competition and the existence of over 4,700 kinemas and theatres in the British Isles, many of which are only subsisting.

It, however, created a demand for "attractions," and this is what the group hope to take advantage of.

Said Sir Oswald, "The situation in pictures has committed very large enterprises to a policy of mass production, and their ownership of a large number of theatres has bound these enterprises hand and foot to that mass-production policy which inevitably means great loss to them."

"In this situation, if we can make super-quality pictures we have in the Stoll Picture Theatre, Kingsway, the finest show place for them in the country. This will lead to great competition for our pictures, and we shall not be in serious competition; we shall be able to let out pictures to the highest bidders.

"That we shall be able to make unique pictures there is no doubt.

"A demand has risen for exclusive pictures of high quality and distinctiveness which will not be shown at any other kinema in a given area even after it has been shown at one kinema. Our companies having neither too few nor too many theatres, and which, moreover, are geographically speaking, well spread, are in a position to make pictures and distribute them in accord with these conditions."

Shareholders' Protection

Meanwhile the controversy between the group and the Shareholders' Protection Association continues, and, representing, as they do, a large group of independent shareholders, it is, in view of the very small profits, readily understood that they think there is great need for a revision of the old ideas. For a group like the Stoll, to only make a profit of £79 on a capital of £2,000,000 is nothing short of catastrophic.

Mr. Latham and Mr. Wilmot, of the Shareholders' Protection Association, again put forward their arguments for a clearer and more explanatory statement of the subsidiaries and their earning capacit. To this end Mr. Latham moved an amendment that the report and accounts should not be adopted until such a document is produced.

In this he was defeated, although a substantial number of those in attendance were of the opinion that there is great necessity for a statement on the position of the subsidiaries, and they approved of Mr. Latham's amendment.

A Family Matter

Another development which aroused shareholders and brought from the Shareholders' Protection Association a vigorous protest was the appointment, without previous consultation with shareholders, of Sir Oswald Stoll's two sons to the directorate. The chairman stated that they were fully qualified and also large shareholders.

But at a time when an organisation like the Stoll Theatre Corporation can only make a small profit of £79, they not unnaturally feel that if new directors are to be appointed they should be independent ones instead of representing the continuance of a family tradition.

£7,000 FROM S.O. AT BIRMINGHAM

ALLOCATIONS TO LOCAL CHARITIES

(Continued from page 3)

modation for 98,086 patrons. In addition, there are 6,010 seats in other places licensed for kinema exhibition.

£7,000 for Sunday Kinemas

Dealing with Sunday opening, which is general in Birmingham, the Committee state that 70 houses are now being opened regularly.

After allowing for remittances to the Privy Council from money in the local Sunday Kinemas Charitable Fund, it is anticipated that a sum of £7,000 will be available by the end of the year.

Subject to the approval of the full body of justices at their meeting on January 5, it is proposed that £6,200 be handed to the Hospitals' Council to be distributed among local voluntary hospitals to meet current maintenance expenses.

Other provisional allocations are £200 to the Birmingham Police-Aided Association for Clothing Poor Children, and £100 each to the Birmingham and Midland Kinematograph Benevolent Fund, Birmingham Children's Country Holiday Society, Birmingham Working Boys' Home, Discharged Prisoners' Aid Society, Birmingham Diocesan Council for Moral Welfare, and the Girls' Night Shelter.

The Mayor of Southgate and officials at the opening of A.B.C. Ritz, at Southgate. A. J. Sadler, the manager, is on the right of the group

INTERCHANGE OF STARS AND STORIES

JOE SCHENCK EXPLAINS U.A. POLICY

"Sons of Guns"

INTERCHANGE of stars, and stories and directors between England and America took a further step last week, when Joseph M. Schenck, president of United Artists Corporation in America, and chairman of United Artists in this country, announced the plans of his company in this direction.

Mr. Schenck, who is visiting this country, outlined to a *Kine.* representative how United Artists' policy would work. He first of all testified to the generous manner in which Great Britain had treated the American producer, saying, that this generosity demanded reciprocal treatment.

Conferences which have been held in London since Mr. Schenk's arrival in this country have settled the few outstanding problems remaining after negotiations, and a close co-operation between U.A., B. and D., and London Film Productions is the result.

The first step is to be the production of "Sons of Guns" at the B. and D. studios, with Jack Buchanan and Lili Damita. Brisby Berkeley will direct the dance ensembles coming over from America for that purpose.

Darryl Zanuck will also visit the B. and D. studios studios in April or May, and confer with Herbert Wilcox regarding the American outlook.

King Vidor and Lewis Milestone may also come over for London Film Productions, and George Arliss is another possibility, acting under the supervision of Alexander Korda.

Jack Buchanan is to make a picture in Hollywood, probably with Constance Bennett as opposite.

Of London Film's product, probably 60 per cent. would be designed for American release, Mr. Schenck estimated; if that could be done, it would fulfil a long-cherished ambition of United Artists.

Mr. Schenck had great praise for "Catharine the Great," the latest London Film's picture which he had previewed. He considered it greater than "Henry VIII," he said.

BREEZE AT STOKE

SUNDAY OPENING DIFFERENCES

It was explained at a meeting of the Stoke-on-Trent City Council that a proposed meeting between representatives of the Watch Committee and the North Staffs Branch C.E.A. had not been held.

The purpose of the meeting was to discuss Sunday opening.

Ald. Dale explained that members and officials of the Watch Committee could not attend, and, further, a letter had been received from the North Staffs C.E.A. saying that "no useful purpose can be served until two members of the Watch Committee who discussed the matter have withdrawn their statements."

Ald. W. A. Holdcroft said that if they waited for him to withdraw, then the meeting would never take place. He would never withdraw; in fact, he would be prepared to amplify what he had said in the past.

R. G. Wass made a similar statement that he would not withdraw.

FRED CARLTON

To Undergo New Operation

Fred Carlton, secretary of the Manchester and District branch of the C.E.A., who has been absent for many months, has, the *Kine.* regrets to state, to undergo his fourth operation in 13 months.

There is now no possibility of him attending the C.E.A. dinner and dance on January 17, and it will be the first time he has missed the function since the reconstruction of the branch in 1921.

London's Newest Kinema

Everyman, Hampstead, Converted

THE Everyman Theatre, Hampstead, was reopened on Boxing Day as a kinema by Sir Gerald Du Maurier.

A repertory policy has been decided upon by Vernon W. Davies and J. S. Fairfax Jones, the directors, who in their announcement made the admission—unusual in ventures of this nature—that as many good films have come from Hollywood and Elstree as from the Continent.

The tradition of the theatre will not be destroyed, however. The stage and its associated equipment remain intact and plays will be produced from time to time.

The Rev. H. T. Carnegie, the Vicar of Hampstead, who also spoke, observed that one of his fears was that his parishioners would find out that he enjoyed a good picture and when he should be doing something else he was at a kinema.

The work of adaptation has been planned by Alister MacDonald, A.R.I.B.A. The theatre has been entirely redecorated and reseated, a new system of ventilation is in operation, and the Western Electric sound system has been installed in conjunction with Simplex projectors. Frank Gwynne is the manager.

The opening film was a revival of Rene Clair's "Le Million." This will be followed by a special series of holiday programmes in which "Cimarron," "Jack's the Boy" and "Tabu" will be included.

A QUESTION OF LIABILITY

CHESHIRE RATES PROBLEM

A dispute concerning non-payment of rates in respect of the old Hippodrome kinema, Ellesmere Port, was mentioned at the Petty Sessions, Ellesmere Port, last week, when Daniel Slater, formerly manager of the Hippodrome, was summoned for failure to pay the rates in respect of that building.

Mr. Slater's solicitor contended that there was a *bona-fide* dispute in the case, and after a consultation between the parties, the Clerk to the Council explained that the demand for the rates on the old Hippodrome for 1932-33 was made on the occupier, who was the respondent. Actually, there was a registered limited company, which was the real occupier, but the rate demand for some years had been made in the name of respondent without any objection on his part.

He was prepared to admit quite frankly that if the question of the true rateability of the respondent had been raised, and it had been proved to the satisfaction of the Court that the limited company were the real occupiers, the distress warrant would not have been issued.

It had been respondent's duty all along to show that he was not the person to be rated, but instead of doing so he had left it entirely to the Council to make inquiries.

Mr. Hodges mentioned that a distress warrant had been issued against Mr. Slater, but as it had been returned, marked "no effects," he suggested that the Court should leave that where it was. He was prepared to withdraw his application for a committal order.

FILMS TO REPERTORY

The old Palladium Picture House, Fountainbridge, Edinburgh, which belongs to R. C. Buchanan, is to open on Saturday as a repertory theatre with the Millicent Ward Repertory Players. The house has been largely reconstructed, and transformed into an ideal theatre for its new purpose. The Palladium is the second Edinburgh kinema to go over to repertory in the last few years. The other is Pringle's, Elm Row.

STOURBRIDGE REOPENING

The King's Hall, Stourbridge, was closed all last week for extensive alterations, involving reflooring and reseating. The hall was reopened on Boxing Day with the film "Adorable."

JOHN MAXWELL AND B.I.F. FUTURE

POOR OUTLOOK FOR BRITISH SHORTS

Exchange Offer

THE proposals to amalgamate British Instructional Films (Proprietors), Ltd., with Associated British Picture Corporation were well received by the shareholders of the former concern at the meeting on Friday last.

In the course of his speech, John Maxwell, the chairman, said that a number of industrial and advertising films were made to order for various large concerns, Government departments, and public bodies, and these have shown a moderate profit in themselves, but not sufficient to cover the overhead expenses of the company.

The company's feature film, "Tell England," did not come up to expectations, and it is becoming increasingly apparent that the company's development should be in its specialised fields of educational, commercial and scientific film production, although some considerable time must elapse before profits on a satisfactory scale can be attained.

Finance was also another difficult question, and with this in mind, and also having regard to the necessity of writing down and reconstructing the capital, the directors considered that the proposed exchange of shares with a large company was the best means of meeting the situation.

John Maxwell pointed out that the directors think the offer is a fair one, and recommended it to the shareholders for acceptance. No definite resolutions on the matter were put, but it was stated that a large number of acceptances had already been received, although the circular was issued only on the previous Tuesday.

L.C.C. Developments

In reply to a question regarding the directors, it was pointed out that John Maxwell and Mr. Scrimgeour were already on the board of A.B.P.C., and that possibly Harry Keasley would also go over.

In answer to further questions regarding the company's future, Mr. Maxwell said that the co-operation with the London County Council to produce films in the schools is still in the development stage, but that he was looking forward to this becoming an improved business.

NEW CAPITAL SCHEME

METROPOLITAN CINEMA INVESTMENT

Metropolitan Cinema Investment Corporation, Ltd., whose subsidiary company, Wilton Cinema, Ltd., operates Metropole Theatre and the Biograph Theatre, made a net profit of £3,730 for the year ended September 30 last, compared with £8,801 for the previous year, and £16,238 for 1931.

The company is bringing forward another capital scheme.

The present scheme has as its object the writing down of assets by £64,345. To do this they will allocate £18,011 of mortgage redemption reserve, and a profit balance of £13,336.

As regards shareholders, they are asked to contribute £32,943 of the write-down.

The £129,995 of "A" preferred ordinary shares are to be reduced from 10s. to 9s. 4½d.; the £45,000 of "B" preferred ordinary shares are to be reduced from 10s. to 7s. 6d., while the £18,091 of deferred shares are to be reduced from 1s. to 3d.

Arrears on the preferred "A" shares are to be cancelled, and the reduced "A" and "B" preferred shares are to be consolidated into one class of ordinary 10s. shares. These will carry a fixed cumulative dividend of 10 per cent. per annum and rights of further profit participation to the extent of 75 per cent., the balance going to the deferred shareholders.

The 3d. deferred shares are to be consolidated into 1s. shares, while in addition Messrs. Hyams, the holders of the debentures, had agreed to reduce the rate of interest on the £17,000 second debentures from 8 per cent. to 7 per cent.

KINE. FOOTBALL LEAGUE

Two unfortunate incidents marred the Christmas games in the Kine. League on Saturday.

In the match between Kay and Elstree Labs., the referee found it necessary to order off the field Farrell, the home centre-forward, and Anderson, of the Labs.

At Elstree, where Universal, after a gallant fight, were leading B.I.P. at half-time, Carpenter (right-half), of Universal, broke a leg in a collision with an opponent, and was rushed to hospital. He is now at home and is making good progress.

RESULTS FOR DECEMBER 23

B.I.P. 4 (Miller, Jefferies 3), Universal 1 (half-time, 0—1).

The *Cinema* 3 (McGuiness 2, Pook 1), The *Era* 1 (half-time, 1—1).

Kay Films 4 (Farrell 3, Padley), Elstree Labs. 0 (half-time, 3—0).

League Table to Date

	Pd.	W.	L.	D.	Goals F.	Goals A.	Pts.
British Lion	8	7	0	1	43	9	15
The *Cinema*	9	6	2	1	41	18	13
B. and D.	7	6	1	0	52	9	12
B.I.P.	7	5	1	1	27	11	11
Kay Films	6	4	1	1	19	15	9
Kodak	10	2	5	3	19	36	7
The *Era*	10	4	6	0	35	33	8
Elstree Labs.	9	4	5	0	17	27	8
Rex Publicity	9	2	7	0	16	50	4
Universal	9	1	7	1	14	29	3
Radio Pictures	9	0	7	2	13	57	2

London Trade Shows

NEW OFFERINGS TO BE SCREENED BETWEEN THURS. DEC. 28 AND JAN. 3

Friday

Ask Beccles (*Paramount*)

Carlton. 10.30 a.m.

Garry Marsh, Ronald Simpson, Eileen Munro, Mary Newland and Allan Jeayes play the leading rôles in "Ask Beccles," a film version of the famous stage success of the same name, directed by Redd Davis.

"Ask Beccles" is a farce dealing with the exploits of a well-to-do young bachelor who, witnessing a street robbery, is able to outwit the thieves and is responsible for the return of a necklace. He then lends a hand to the unravelling of the complicated affairs of a philandering friend, in the course of which he meets an attractive young girl. He is again helpful in recovering stolen property. After revealing everybody in their true light and stripping all the wolves of their sheeps' clothing, Beccles, who has cut out another of her admirers, asks the girl to marry him.

"Captain Henry's Radio Show" will also be shown.

Tuesday

Shadows of Sing Sing (*Columbia*)

Prince Edward Theatre. 3 p.m.

"Shadows of Sing Sing" has Mary Brian and Bruce Cabot in the lead of a strong cast. The novel angle in this gangster drama is the strong romance between the son of a police chief and the leading gangster's sister. Bruce Cabot is cast as Bob Martel, whose father, Joe Martel (played by Grant Mitchell), is chief of the police identification department. By an ingenious twist of circumstances, Bob Martel gets strongly implicated when Rossi, the leader of the chief gangster gang in the town—and, incidentally, brother to Bob's fiancée—is found murdered. With everything set against Bob and the incriminating evidence pointing undoubtedly to him as the murderer, his father, with the aid of some wonderful composite photography, produces the portrait of the actual killer. Grant Mitchell is excellent in the rôle of Detective Martel, as is also the gangster specialist, Bradley Page. Irving Bacon and Dewey Robinson provide the humour. Rossi, the chief gangster, is portrayed by Harry Woods. Phil Rosen directed.

The Lady is Willing (*Columbia*)

Prince Edward Theatre. 8.45 p.m.

"The Lady is Willing" is the first of Columbia's British productions. A theme, said to be of captivating charm, smart, sophisticated and witty, is put over by a brilliant cast headed by Leslie Howard, Binnie Barnes and Cedric Hardwicke.

Leslie Howard is cast as the charming and fascinating private inquiry agent, Latour, whose aid is sought by three of the many dupes of a "successful financier" named Dupont. Latour ultimately secures more than the return of their fortunes for these three worthies, but not until this delightfully conceived story has taken the characters through a series of highly amusing and often embarrassing situations. Leslie Howard adopts a variety of disguises and indulges in some high-handed kidnapping, which affects the beautiful Binnie Barnes, who plays the wife of the financier. Very effectively cast as Gustav Dupont is Cedric Hardwicke. Other important characterisations in an imposing cast are Sir Nigel Playfair as a schoolmaster, Nigel Bruce as a boxer, W. Graham Browne as a banker, and Kendall Lee as Dupont's mistress. Claude Allister, Arthur Howard—brother of the star—Virginia Field and John Turnbull are also featured. The screen play is by Guy Bolton. Gilbert Miller directed.

Wednesday

Scotland Yard Mystery (*Wardour*)

Phœnix Theatre. 3 p.m.

An unusual thriller murder mystery is promised by Wardour in "Scotland Yard Mystery," directed by Walter Bentley and starring Sir Gerald du Maurier as an inspector at Scotland Yard. The story involves a series of impudent frauds upon insurance companies perpetrated by a clever gang, the master mind of which is detected by du Maurier.

Constance Bennett and Gilbert Roland

Greta Natzler, George Curzon, Leslie Perrins, Walter Patch, Henry Victor, Herbert Cameron, Fred Peisley, and Belle Crystal are the leading players in support.

Man's Castle (*Columbia*)

Prince Edward Theatre. 8.45 p.m.

"Man's Castle," which had a sensational reception in America, is acclaimed as Frank Borzage's master production. It is said to have the brilliant alliance of Spencer Tracy and Loretta Young at the head of a galaxy of stellar talent, which includes Walter Connolly, Glenda Farrell, Arthur Hohl, Marjorie Rambeau and Young Dickie Moore.

"Man's Castle" is set amidst the depressing surroundings of an unemployed camp, inhabited solely by "down-and-outs." Into these sordid surroundings Frank Borzage has woven one of the most beautiful romances ever brought to the screen. A blustering, irresponsible character, "Bill"—personified by Spencer Tracy—befriends a beautiful, homeless waif, Trina—acted by Loretta Young. The story of the taming of this freedom-loving Bill, with the kind heart beneath a rough exterior, by Trina, is movingly portrayed by the two central characters. Walter Connolly is featured as an ex-minister, now night-watchman. Arthur Hohl, as an evil-looking (and acting) sneak. Marjorie Rambeau has an outstanding part as a gin-drinking prostitute at whose reformation Connolly aims. The ever-popular Young Dickie Moore is assigned the rôle of a crippled child.

NEW DIETRICH-STERNBERG FILM

"Scarlet Pageant"

After settling the question of Marlene Dietrich's leading man for her next Paramount production, with the assignment of John Lodge, one of the screen's newer young actors, Josef von Sternberg is now making further important selections for featured rôles. A tentative title of "Scarlet Pageant" has been given the production.

Olive Tell, who will be remembered for her work in silent films, and is now seeking fame in the talkies, will play the rôle of Princess Johanna. Marie Wells, musical comedy star of Broadway, will play the rôle of Marie, a subject of Catherine II of Russia. Ruthelma Stevens, who gave noteworthy performances in "Life Begins" and "Grand Slam," has been assigned to the rôle of Countess Elizabeth.

Manuel Komroff, author of "Coronet," wrote the story, based on the life and exploits of Catherine II of Russia.

Mae West's New Contract

Mae West, the blonde star of "I'm No Angel," has been handed a new contract by Paramount that calls for her appearance in two pictures a year for the next four years. She is now busy writing her next story entitled "It's No Sin."

Al Rogell has been signed by Charles R. Rogers to direct Edmund Lowe and Victor McLaglen in "No More Women." The story is a swashbuckling tale of two deep sea divers in search of sunken treasure.

George Bancroft will be starred in "The World's Greatest Spender," the life story of Diamond Jim Brady, a famous American character.

A scene from THE LADY IS WILLING, featuring Leslie Howard and Binnie Barnes, which Columbia is Trade showing on Tuesday

NEW ERA PROSPECTS

Criticisms at A.T.P. Meeting

"THE CONSTANT NYMPH"

NEW Era National Pictures, Ltd., report a net loss of £4,882 for the period from February 1, 1932, to December 1, 1933. This loss brings the total debit balance of the company up to £72,037. The issued capital of the company is £136,000, while the main assets, in addition to the profit and loss debit, are:—Shareholdings in subsidiary companies, £15,254; advances to subsidiary companies, £34,206; and preliminary expenses, £18,922.

The auditors suggest that the shareholdings in subsidiary companies and advances to them are included in the balance-sheet in excess of their present value.

Subsidiary Results

The directors state that there is a loss of £5,496 in the case of New Era Films, and a profit of £3,393 in the case of New Era Productions. The balance of £2,102 has been debited to profit and loss account, and the book values of the shareholdings have been adjusted accordingly.

During the greater part of the period covered by the accounts, production activities have been confined mainly in carrying out work on a commission basis, while on the distribution side the films exploited have proved disappointing in their returns.

New Series of Films

The accounts include figures of the subsidiary companies as to New Era Films, Ltd., at August 31 last, and New Era Productions, Ltd., at November 30 last, and therefore afford an up-to-date view of the position.

In July last the directors announced that the scheme for provision of new working capital had been deferred pending the outcome of other negotiations calculated to improve the company's prospects. The outcome of this is that a new series of films has been completed, which gives promise of substantial success, and according to the directors may possibly prove to be the turning point in the company's fortunes.

A.T.P. Meeting

At the meeting of Associated Talking Pictures, Ltd., held on Wednesday last, the Chairman, Basil Dean, informed shareholders that, in order to round off the company's policy of independence, they had during the past year formed a new company, Associated British Film Distributors, Ltd. This company is now responsible for the marketing of Associated Talking Pictures' Products throughout the United Kingdom.

He stated that had the company been more actively employed during the year under review it is probable that the small loss of £1,449 would not have appeared, but while arrangements were being made for the cancellation of the Anglo-American relations which previously existed, it was considered prudent to curtail the company's activities.

He further pointed out that the continued existence of the company was due, in the first place, to the magnificent support accorded it by Stephen Courtauld and Major John Courtauld, without whom it would have been impossible for the company to enjoy the inexpensive credit facilities which have been made available.

Shareholders' Criticism

Considerable criticism was expressed by one or two shareholders, but most of them dealt with matters that had already been altered and improved. One shareholder, however, was highly critical regarding the position of Sir Gerald du Maurier, who at one time was on the board. A lady shareholder pointed out that Sir Gerald is acting for other films, and suggested that at one time he gave an undertaking to act for Associated Talking Pictures only.

It was learned from the board, incidentally, that Basil Dean had just completed a production for Gaumont-British at a price far in excess—at least twice as much as A.T.P. pay him, to which a shareholder immediately said: "Then why does not our company have the first call on his pictures and capabilities? To this the reply from the managing director was that A.T.P. cannot afford to pay him to the full, while Gaumont-British also have the right to his films.

Basil Dean Surprised

Basil Dean (the chairman) evinced considerable surprise at the criticism the directors had received, in view of the fact that the company's prospects are improving. He pointed out that at previous meetings when things looked black, business was concluded in a short space of time. Many of the questions which were addressed to the meeting he refused to answer because they "had not been formal."

"Regarding my interests as a theatrical manager," he continued, "there seems to be some resentment."

He added that for many months he was earning no money whatsoever. "The Constant Nymph," which he dramatised and produced, was sold as a silent picture before this company was incorporated, so that there is no objection that can be raised by shareholders on that score. Gaumont-British held the rights and obviously they had a prior claim.

"Autumn Crocus" Finished

"One shareholder had said that it was not businesslike for directors to waive their fees. I can only say that it is not usual for directors to put all their time and trouble in a company also. Our company, after the hardest of work and persuasion, is now in possession of the finest studio in the country, and it has not cost us a shilling. It owns its own distribution. It is quite prosperous, and there should be no criticism whatever as undoubtedly the company has turned the corner."

In answer to a further question, Basil Dean stated that "Autumn Crocus" had just been completed. "In fact," he said, "shooting was completed last night" (Tuesday).

BASIL DEAN

New Gracie Fields Film

In reply to another question, shareholders were informed that the company had still working for it the most popular English film star on the screen, Miss Gracie Fields. "Next week she comes down here for her third picture for us, which will be called 'Love, Life and Laughter.'"

Eventually the accounts were passed unanimously.

New York Roxy

The Roxy Theatre in New York reports a net profit for the 21-week period ended November 9, of £13,650. After deducting fixed charges apart from interest on outstanding bonds and depreciation, the profit amounts to £564. During the period July 1 to December 15, 1932, the company reported, after payment of fixed charges, a loss of £4,060.

NEW PRIVATE COMPANIES

Regent (Warrington), Ltd.—Registered December 12. Capital, £500 in 100 10 per cent. cumulative preference shares of £1 each and 8,000 ordinary shares of 1s. each. The subscribers are:—Edwin S. Gray, 51, North John Street, Liverpool, architect, and Alfred Ellison, 1-3, Stanley Street, Liverpool, chartered accountant. Edwin S. Gray is a permanent director. Secretary: A. Ellison. Solicitors: Cooke, Patterson and Co., 5, Cook Street, Liverpool. Registered office: 1-3, Stanley Street, Liverpool.

Regent Cinema (Christchurch), Ltd.—Registered December 15. Capital, £10,000 in £1 shares. The directors are:—Wm. A. Wambleton, Bournemouth, antique dealer (managing director); Wm. P. Brown, Pine Cones, Bournemouth, kinema proprietor; Walter Bevis, Bournemouth; Wm. J. Mackeen, Bournemouth (director of MacCarriers), Ltd.; Wm. Arthur Bolton, Bournemouth. Wm. J. Mackeen shall be permanent chairman so long as he holds 2,000 shares. Secretary: Walter Bevis. Solicitor: E. W. Marshall Harvey, Argyle Chambers, Fir Vale Road, Bournemouth. Registered office: The Regent Cinema, High Street, Christchurch, Hants.

Harry Ward, Ltd.—Registered December 14. Capital, £1,000 in 10s. shares. Kinema proprietors or agents, film producers and renters, etc. The directors are:—Harry Ward, 32, Hodford Road, Golders Green, N.W.11, kinema proprietor; John Tobias, 32, Hodford Road, Golders Green, N.W.11, kinema proprietor. Solicitor: L. M. Cohen, 51, High Street, Sutton. Registered office: Kent House, 87, Regent Street, W.1.

Ramsgate Olympia, Ltd.—Registered on December 13 with a nominal capital of £40,000 in £1 shares. To acquire that part of the undertaking of General Amusements Corporation, Ltd., as is carried on upon the Ramsgate Harbour site and to carry on the business of licensed victuallers, caterers, kinematographs, variety performances, etc. The directors are:—Denis F. Warren, Broadstairs; Frank L. Bromfield, Durrington, near Worthing; and Chas. H. Drew, Offchurch, near Leamington Spa (all directors of General Amusements Corporation, Ltd.). Qualification: £100 shares. Remuneration: £150 each per annum (chairman £50 extra). Secretary: Cecil Jones. Solicitors: J. D. Langton and Passmore, 8, Bolton Street, W.1. The registered office is Harbour Station Buildings, Ramsgate, Kent.

BANKRUPTCIES

William Herbert Lindsell, The Little Theatre, Amesbury, Wilts, exhibitor.

The public examination of this debtor was resumed at the Guildhall, Salisbury, recently. At the previous hearing it was disclosed that the gross liabilities amounted to £1,192 5s. 2d., of which £1,076 11s. 11d. was expected to rank for dividend, and there were net assets of £78 6s. 9d. and a deficiency of £998 5s. 2d. Those proceedings were adjourned to allow debtor to file an account of his takings and total income during the eight months he traded at Amesbury.

Replying to the Official Receiver, debtor said that his receipts in the business were £1,333, whilst he had paid out £2,253.

He was questioned regarding salaries and wages paid to himself, his wife and his son, and also concerning his box-office receipts. Regarding a loan of £150 which debtor obtained, security in the form of theatre furnishings was given. Debtor added that his wife now made bookings of films, whilst his son was the operator. Debtor agreed that in his former transactions his wife took a prominent part.

The examination was closed.

Ernest Walter Druce, 54, Ockendon Road, Essex Road, Canonbury, London, kinema proprietor.

The first meeting of the creditors of the above debtor was held at the London Bankruptcy Court on December 14.

The debtor, who attributed his failure to heavy overhead expenses and unemployment in the district in which his kinema was situated, stated in preliminary examination that in 1932 he was approached to take over the West Ham Cinema, 72, Plaistow Road, and signed a lease and took over the kinema, which he carried on at a loss. The general dock depression and unemployment in West Ham soon killed all hopes of the kinema being carried on at a profit, labour demonstrations on Tower Hill and dog racing proving a greater attraction. The kinema was finally closed.

He returned liabilities £581 and assets nil.

The matter was left in the hands of the Official Receiver.

Filming The Big Events Of 1934

British Movietone Have Exclusive Rights

A GREAT RECORD

BRITISH Movietone News declare that they are concluding arrangements by which they will cover all the outstanding events already announced to take place in 1934.

Negotiations have now been completed in respect of the exclusive filming of the test matches *v.* Australia at Lords, Leeds, Nottingham and Manchester; all the Rugby Union games played at Twickenham, including the Calcutta Cup match between England and Scotland; the Rugby League final and the Cheltenham National Hunt steeplechase.

In addition, all the popular sporting events and championships, social occasions and big annual functions will be covered fully.

An important announcement with regard to the exclusive filming of one of the greatest sporting events of the year will be announced later.

Great importance during the coming year will be attached to the presentation side, and Movietone's technical staff are now engaged in research work in this respect. Variety, both in treatment and in subjects selected, will be a feature of the Movietone reels of 1934.

Notable Feats

Movietone's record for the year now ending has been a particularly notable one and exhibitors will especially remember their big scoops, which include the Test Match pictures taken in Australia, in which almost every ball bowled was filmed, with the result that the public were able to form their own opinions as to whether Larwood's leg-theory bowling was unfair. Members of the committee of the M.C.C. paid a special visit to Berners Street to inspect the pictures upon which they might base their reply to the Australian Board of Control.

Other history-making events were the recording of the King's voice for the first time when he opened the new graving dock at Southampton; the punch, taken in slow-motion, which disqualified Doyle in his fight with Petersen and proved conclusively that the referee's decision was the correct one; and the filming of the Travel Association reception at the Guildhall at which the Duke and Duchess of York were present. For the first time, too, music was used as a medium of atmospheric expression when a score was especially composed for use in the Derby.

Other particularly sensational items include the full record of the flight of the Italian Armada, the Roosevelt assassination attempt, the Economic Conference, the Motor Show, the Carnera *v.* Uzcudun and Harvey *v.* Petersen fights, the skilful handling of Armistice Day, the Derby, the Grand National and the Davis Cup matches.

Personnel

During the year, G. F. Sanger, the editor, announced that B. B. Saveall, formerly Movietone's chief contact man, had been appointed news editor in succession to Keith Ayling, who resigned in October. In July, J. F. Pattinson, formerly Fox's Birmingham manager, was appointed general manager, to replace C. H. Philipp, who became sales manager of the Fox Film Company. The contact force has been augmented during the year, as has the technical staff.

Equipment

British Movietone News claim to be the most efficiently equipped news-reel company in the country. Western Electric equipped the newly constructed theatre in Newman Street with a complete dubbing and re-recording plant. With the use of this equipment Movietone is now able to synchronise speech or music on to film, thereby greatly increasing the variety of sound effects obtainable. The amplifier has three mixer positions for combining output of a microphone and two sound tracks.

A special recording camera was built, which is permanently located in the building and connected with the review-room interlock motors, while a new Talbot super-recording car has been added to the fleet.

Star Commentators

During the course of the year Movietone have pursued a policy of using "star" commentators. Thus, Sir Malcolm Campbell made an enlightening commentary on the Motor Show; Guy Nichols, the famous Oxford rowing blue, gave a running account of the Boat Race; and Tom Webster explained the points of the Harvey-Petersen fight.

BOOM IN EQUIPMENT FIELD

W.E. Take on More Staff

Largely as a result of the considerable interest that has been shown in "Wide Range," Western Electric have taken on 18 new engineers. These men are now receiving courses of instruction, and after passing final tests will be sent out into the field to augment the staff of service engineers.

In under two months 38 contracts have been signed by exhibitors for the installation of "Wide Range."

William Harrigan and Gloria Stuart in Universal's thriller THE INVISIBLE MAN.

JAMES WHALE ON HIS PRODUCTION PLANS

MORE TOP LINERS FOR UNIVERSAL

PLANS for a great production to succeed "The Invisible Man" in the realms of vastly out-of-the-ordinary entertainment, were announced by James Whale, Universal's ace director, last week, following his arrival in London from Universal City.

He is to stay in England for three months, the main purpose of the visit being a holiday. At the same time he will devote some time to discussing his new production with R. C. Sherriff, the author.

The story is called "A Trip to Mars," and will have the far-away planet as its setting.

Mr. Whale was S. F. Ditcham's chief guest at the C.E.A. dinner at the Savoy on Tuesday.

"I am happy to say that 'The Invisible Man' is proving one of the most successful pictures of the year in America," he said. "It has broken many records already, including that at the Roxy Theatre, New York, where the picture drew 46,000 dollars in the first week.

"I have brought 'By Candlelight' with me, and, while it is altogether different from 'The Invisible Man' type of entertainment, I have high hopes of that being a big success, too. I have endeavoured to give it a new style of musical treatment, which expresses a good deal of the action and gives emphasis to many of the comedy points."

Among Mr. Whale's other plans was the probable production of a new John Galsworthy novel, "Over the River," for Universal.

SECRET CONFERENCE

Discusses Film Problems

A secret conference of representatives of social organisations linked up to Anglican and Free Churches has been held in Newcastle, for the purpose of considering questions relating to the kinematograph entertainment.

The conference was held under the direction of the Hon. Eleanor Plumer, organising secretary of the Public Morality Council, London, who addressed the delegates. There were two sessions, each of the duration of two hours. The Vicar of Newcastle, Canon J. Bateman-Champain, presided at the first session, and the president of the Newcastle Free Church Council, Richard Norman, presided at the second conference.

No resolutions were submitted, but among the questions discussed were censorship, the powers of local authorities, the influence of films on juveniles, the trend and type of kinematograph productions, "A" films, and the desire to have an informed and educated public opinion behind the Public Morality Council, in its endeavour to raise the tone of the kinematograph entertainment.

SWINDON 21st BIRTHDAY

Palace Celebration

On Boxing Day, the Palace Kinema, Swindon, will celebrate its twenty-first birthday. The hall has been specially decorated for the occasion, and a novel feature in connection with this coming-of-age is that all patrons whose twenty-first birthday coincides with that of the kinema are to be presented with a ticket for a month's free admission.

MIDDLESEX PERMITS

For Good Friday and Sunday

Middlesex Licensing Committee has approved the opening on Sunday, January 21, of the Alcazar, Hounslow, in aid of the local Philanthropic Society.

The Empire, Willesden, has also been granted permission to stage a concert on Good Friday in aid of the N.U.R. Orphanage Fund.

FEW TAX FACTS FOR M.P.s

Southern Midland's Apathy

A PLAN TO FIGHT REDUNDANCY

COMMENT was made by W. J. Hewitt at the meeting of the Southern Midlands C.E.A. on Dec. 15, that M.P.s had received very little information from individual exhibitors regarding the effect of the Entertainments' Tax on their business. He thought that the continual bombarding of their local members might have some good effect.

Exhibitors had not only been remiss in this respect; they had been very slow also in sending in their figures to the association. In that branch, out of 105 members, only 19 returns had been received. Unless there were full returns from all over the country, the Chancellor of the Exchequer would say: "It is obvious these people have no complaints."

A New Year Whip-Up

R. CHETHAM (chairman) said that it was a waste of time for the most part to write to M.P.s. Many of them expressed sympathy with the campaign, and then voted against it.

It was eventually agreed that, if the returns were not in by the beginning of the New Year, a representative should be sent round to whip members up.

Service Charges

Arising out of the delegates' report of the last General Council meeting, Mr. CHETHAM commented on the reduction of W.E. service charges, and also on the attitude of the Council towards the Wide Range equipment. He wanted to know if anybody had heard the Wide Range system on an ordinary talkie set. Till they did it was useless to pronounce on its merits.

Regarding service charges, what the association needed was somebody who could stand up to these equipment firms as the Americans did, who had now won the freedom to buy their machine parts where they liked.

He thought deputations to any of these companies should be composed only of the users of that particular type of installation. In the case of Western Electric, they were no doubt lucky to get the 5s. reduction.

Mr. HEWITT remarked that they were fools ever to have signed the agreement to pay the £2 10s. they had been paying.

The Redundancy Problem

C. C. DAY, referring to his paper on cut-prices, which had been the subject of a Council report, said that with long programmes, bargain matinées and overbuilding, the whole business would rapidly go to the ground unless something were done.

Mr. CHEESEMAN said that when permission was sought to erect a new kinema, it should be possible for the C.E.A. and the K.R.S., jointly, to decide whether or not the application should be opposed. If the new hall was considered redundant for the district, it was plainly against the interests of existing kinemas, some of which might be run by the circuit renters, who should make it clear that they would refuse to supply films. Such an arrangement might be come to by the two societies before any licence was applied for.

A Task for the J.I.C.

Mr. CHETHAM said that as the Joint Investigation Committee had power to close a kinema by putting it on the black list, it ought to have power to say whether a new one should be opened.

Mr. CHEESEMAN: The men who want to build a kinema can generally be sure of the support of the K.R.S.

But the C.E.A. should be on the side of the little man, who would suffer from this competition. This is a case where the two associations might usefully get together.

Mr. DAY said that the K.R.S. would always fight the C.E.A., but Mr. CHETHAM held that the K.R.S. should be equally opposed to the mushroom growths, which let them in as well as everybody else.

The annual meeting of the branch was fixed for Friday, January 19.

AN APPEAL FOR BENEVOLENT FUND

WHOLE TRADE ASKED TO SUPPORT "MIDNIGHT WITH THE STARS"

A New Year appeal which no loyal member of the kinema Industry will pass unheeded is made on behalf of the Cinematograph Trade Benevolent Fund in connection with the unique midnight performance at the Empire on March 15 next, which will be called "Midnight With the Stars."

Jeffrey Bernerd, the honorary secretary, on behalf of all the members of the Executive Committee, including Viscount Lee of Fareham, Sir William Jury, Mark Ostrer, C. M. Woolf, Reginald Bromhead, A. W. Jarratt, Sam Eckman, and J. C. Graham, makes the following appeal:—

"I want to touch the heart and conscience of every exhibitor in the United Kingdom; every renter; every producer; in fact every single individual, whether highly or lowly placed, who is able to say at the end of this most difficult year, 'Well, it's been a fight, but we have held our own. We could look back upon a year of worries, excitements, sorrows and joys, with the knowledge that we had fought a good fight, and lived to hope for better and better times in 1934 and the succeeding years.'

"I want every such man to remember that there are thousands in his own trade who have been unable to weather the storm, and whose Christmas dinner would have been non-existent but for the wonderful work done by the Benevolent Fund.

"These thousands, who are definitely on the borderline of starvation, range from actors and actresses, who were once world-renowned stars, to humble studio hands, whose present unemployment is no less difficult to bear.

"Make your own New Year a happier one. Face it with the confidence born of a good conscience.

"Give the best New Year present of all. Please send immediately to the honorary secretary, Cinematograph Trade Benevolent Fund, Film House, Wardour Street, W.1, the price of at least two tickets for 'Midnight With the Stars.'

"The cost of the seats ranges from 5s. to £5 5s., and is within the means of all.

"Send anything from 10s. to £10 10s., and you will receive two tickets for the most notable performances ever given on any stage in the world, and, at the same time, help others who are less fortunate than yourself.

"But send the money *now*. Make this a seasonable gift, as well as a good investment."

SHEFFIELD WEDDING

The wedding of Miss Barbara Morrison and William A. Cave took place at St. John's Church, Abbeydale, Sheffield, last week. The bride is the daughter of E. Ransom Morrison, who is secretary of a number of Sheffield kinemas and president of the Sheffield Screen Golfing Society.

Scenes rom ASK BECCLES, featuring Garry Marsh and Mary Newland, which Paramount is Trade showing on Friday.

A scene from HOOPLA (Fox), starring Clara Bow, which is reviewed in this issue

NOISY KINEMA PLANT

Injunction Against Commodore Orpington

FORCED TO USE MAINS

THE motion for an injunction to restrain the proprietors of the Commodore Cinema, Orpington, from causing a nuisance with a Diesel engine installed at the kinema for generating purposes was again mentioned to Mr. Justice Bennett in the Chancery Division on December 21.

The injunction was applied for by Mrs. Winifred Ram, the proprietress of Down House School, Orpington, which is next door to the kinema. She complained that the noise and fumes of the engine were a great nuisance.

Evidence was given to-day about efforts made to silence the noise of the engine.

Mr. Justice Bennett said he would grant an injunction in the terms of the notice of motion, but he would suspend the operation of the injunction for three weeks, providing the kinema would "plug" into the mains and connect with the West Kent Electric Light Co.

"An engine such as the one in this case cannot be run without causing a nuisance when one is so near their neighbour as this," added the judge.

IRISH TRADE NOTES

THE AGREEMENT AND AFTER

The success of the negotiations which have brought about the new agreement in the Free State is likely to see the Irish Transport and General Workers' Union asking other kinemas who so far are not parties to it, to agree to accept it in regard to the wages and conditions of their employees.

More Scenes

Kinema managers in certain parts of the Free State are still having unenviable times in regard to having their performances disturbed by over enthusiastic young politicians demanding that the audience stand up and sing the Free State National Anthem. Listowel Cinema was the latest victim of one of these uncalled for interruptions, but happily the incident was quickly ended.

Beware of the Slashers

The coat slashers have again put in appearance in one or two kinemas in Northern Ireland, and in future the magistrates will not be so lement as they have been in a Belfast case, where the offender was ordered to pay 20s. costs and ordered to enter into rule of bail under the Probation of Offenders' Act.

Brief

A new kinema is contemplated at Coleraine.

"Henry VIII" has been passed by the Censor in the Free State.

The would-be critics at Londonderry thought they had a grand case to put before the City Council when they stated that a film which had been banned by the Law Committee was being shown. They were surprised to learn that it was an entirely different film.

LLANDUDNO HALL
To Open at Whitsun

Llandudno's new entertainment centre, the Winter Gardens, will, it is expected, be ready for opening to the public next Whitsuntide.

The theatre, which will feature kinema and variety shows, will seat 2,000 people, and will be equipped with a kinema organ.

STOKE MORNING SHOWS

Stoke-on-Trent Watch Committee has granted the following applications for permission to open kinemas outside normal hours: Princes Hall, Stoke, Thursday morning, January 4; Palace, Hanley, Saturday, February 10, commencing at 10.30 a.m.

On condition that persons under 16 years of age are excluded from the screening, "Damaged Lives" may be exhibited at Wakefield.

NEWS FROM ALL QUARTERS

Manager's Generosity Kiddies Entertained—Alfreton Sunday Show

On Saturday morning 600 children of the unemployed of Chatham will be entertained at the National, owing to the generosity of patrons, who have subscribed over £40 in response to the appeal made by P. J. White. After the show the children will receive gifts.

Dodo Watts made a personal appearance at the Palladium, Oswaldtwistle, last week following the taking over of the theatre by Regal Cinemas, Ltd., of which Harry Buxton is managing director.

The management of the Rialto Cinema, Wednesbury, provided a special Christmas treat to 700 children of Wednesbury. T. McRea is the manager of the house.

Stourbridge Alterations

The King's Hall, Stourbridge, has been closed for the past week for reseating and alterations.

Kinemas in the Alfreton area, Derbyshire, opened on Sunday last in the cause of charity.

A Sunday evening performance at the Regent, Langley, near Birmingham, on Sunday last realised £20 for the funds for the local hospital undertakings.

A collection taken at the Palace Theatre, Wednesbury, in aid of the Wednesbury Poor Children's Christmas treat, in which 2,000 of the town's poor children are provided with an excellent Christmas dinner and party, realised £3 6s.

Brighter Sheffield

The Sheffield Hippodrome has been brought in to still greater prominence by additional neon signs, which can be seen for a considerable distance. These have been installed by Boro' Signs, Ltd.

The licence of the Empire Theatre, Groundwell Road, has been transferred from E. Wilmot Carlton to Hugh C. Rider.

The film "Madison Square Garden" was shown in the Queen's kinema, Whitehaven, on Sunday evening, the proceeds being in aid of the Whitehaven and West Cumbreland Hospital.

Manchester Watch Committee have passed the film, "The Invisible Man," from the H. G. Wells novel, for adult audiences only.

NAMES IN THE NEWS

A Record of Men and Movements

From Torquay to Liverpool—B. Woolley at Norwood—Len Shaw's Sheffield Experiment

In view of his versatile career, it is not surprising that **H. Grafton Hutchinson**, of the Odeon, Harrow, has introduced a number of innovations during his management. His latest intention is to introduce a policy of kine.-variety, with the former predominating, in the New Year. It is his intention to give quality rather than quantity; one or two good acts instead of a surfeit of "unknowns." Mr. Hutchinson, before going to Harrow, was proprietor-manager of the Savoy, Wimbledon. He is also well known in musical circles and the variety world, and an expert conjuror. For many years he was engaged in orchestral work.

Exhibitors in the Merseyside area are renewing their acquaintance with **Ted Hardiman**, who was for several years manager of the branches of Wardour Films, Ltd., at Liverpool and Manchester. Mr. Hardiman is now representing the Star Filmogram in the North of England, and has appointed **Tom Griffin** and **Ronald Sidney** (son of Arthur Sidney, Liverpool manager for Wardour's) to handle the Filmograms in the Liverpool and North Wales area. Star Filmograms, by the way, are pictorial programmes which are published for all the principal films, and are offered to exhibitors at attractive prices.

Newcomer to Liverpool

K. Skeet, who has succeeded **C. Burgon** as manager of the Prince of Wales, Liverpool, is a newcomer to the city. He comes from Torquay, where he has been in charge of the Burlington Kinema for the last six months. Before that he held appointments at the Prince of Wales, London, and the Leicester Square Theatre, London. After a short stay at the Prince of Wales, Liverpool, which is on the Regent Circuit, Mr. Burgon has transferred to an Associated British Cinema hall at Colchester.

A. Mortimore, who some time back was appointed house manager of the Palace Theatre, Bilston—one of the halls controlled by Coun. T. R. Wood—has relinquished his appointment with the company. Prior to his Bilston office Mr. Mortimore associated with the Savoy Theatre at King's Norton, Birmingham.

Bernard M. Woolley, a member of the *Kine.* Company of Showmen, has moved from the Adelphi, Slough, on being appointed general manager of another H. and G. hall—the Regal, West Norwood. In addition to having had experience with Sir Oswald Stoll at his Kingsway and Ardwick halls, Mr. Woolley was for a time general and publicity manager for the Southan Morris circuit.

H. Benjamin's New Post

Control of the Adelphi, Slough, has been taken over by **Harry Benjamin**. Mr. Benjamin was formerly booking manager for United Picture Theatres, and, after starting in the theatre business at the early age of 15, acquired valuable experience in kinemas all over London and the provinces. He claims to have been the first man to run an all-British film week—at the Apollo, Wimbledon.

Guy Walker, formerly manager of the Regal, West Norwood, has been appointed to a post at the Trocadero, Elephant and Castle.

C. G. Maguire, whose name will be familiar to many yeaders, has just been appointed manager of the Palace, Southwark Park Road, S.E.

Formerly at the Astoria, Tooting, Mr. Maguire has had twenty-three years' practical experience in the Industry, having served with Chambers and Smurthwaite in their London and provincial halls and with Gaumont-British.

Exhibitors in the Manchester district will be interested to note that Radio Pictures have a new salesman working on this territory. **W. Sherrard**, formerly with Ideal Films, has joined Radio, in the place of T. Buhicrosan, who has resigned from the firm. W. Sherrard is well known in the Manchester territory, having covered this same ground for Ideal Films for the past ten years.

Notts Lady's Artistic Gift

Mrs. A. Foster, the wife of the manager of the Hippodrome, Nottingham, who paints under the name of Lilian Lee, is an artist of considerable accomplishments whose work is exhibited from time to time in the public galleries of the country.

She is just now well represented in the Royal West of England Academy, Clifton, Bristol, by pictures named "Old Nottingham," "Rhuddlan Castle," and "Old Mill" (Castle Donnington).

The organist at the Majestic, Cradley Heath, **W. Sykes**, is suffering from a severe illness which prevents his occupancy of the seat at the console. A musician of great talent, he has established a good reputation among Majestic patrons, who hope he will be soon making progress towards recovery. The management has been fortunate in obtaining the services of **Eldon Firmstone**, "the man with the 1,000-tune memory," to deputise.

R. Taylor, who has been assistant manager of the Robin Hood Theatre, Hall Green, Birmingham, has been appointed assistant manager to Alex Seymour at the Orient Cinema, Aston, Birmingham.

It is no new thing for West End of London exhibitors to have a "fluid" change day, but whether the principle is as easily applicable to the provinces is open to doubt. At the same time, the Trade will regard with some interest the experiment of **Len Shaw** at Sheffield in changing over from Monday to Saturday.

Mr. Shaw, who has been associated with the Industry upwards of quarter of a century and is cameraman and technician, in addition to being one of Sheffield's oldest kinema managers, is convinced that Saturday is a better day on which to start the week than Monday.

C. Drage, the St. Ives exhibitor, is one of the five directors of Cornwall Publicity, Ltd., a company which is being formed at the suggestion of the Federation of Chambers of Commerce and Traders' Associations of the county of Cornwall for the purpose of taking over the work of the "Come to Cornwall" Association.

H. Butler's Appointment

H. Butler has been appointed manager of the Pavilion, Wombwell, near Barnsley. Mr. Butler, who managed the hall until it changed proprietorship, is well known in the district.

Jack Cohen has been appointed sales representative under B. Bushell at the Universal sales office in Manchester in succession to Mr. Barnett.

J. Davis has rejoined the Midland staff of First National to take over the territory relinquished by C. H. Sanders.

Rudolf Solomon, Birmingham representative of Associated British Film Distributors, Ltd., is taking over the interests of Sterling Films, Ltd., which has merged with A.B.F.D. He is looking for headquarters more adjacent to the film colony than his present offices at 65, New Street.

G. E. Chambers, chief operator of the new Tudor Kinema, West Kirby, Cheshire, which opened on Monday, December 4, held a similar position at the Scala Kinema, Nottingham, for eleven years. The Scala is a first run theatre.

H. C. Gill is the new licensee of the Coronet, Woodville Road, Cardiff.

Tom Sherlock, one of the first kinema managers in Lancashire, and who is also well known as a stage vocalist, is managing the Royal, Darwen.

CHRISTMAS GREETINGS
From the Regent, Swindon

A. G. Harman, manager of the Regent, Swindon, arranged an attractive scene to express his Christmas wishes to his patrons. At the close of an organ recital of Christmas music, played by Philip Norman, the curtains were parted, and in the centre of the stage was a large pudding, and on either side were a number of brightly coloured outside crackers.

A member of the staff dressed as Father Christmas walked on the stage, and from behind the crackers there appeared attendants holding the letters forming the words "season's greetings!"

Ramon Navarro and Jeanette MacDonald are starred in CAT AND THE FIDDLE, a forthcoming (M-G-M) Trade show

More Ventilation Required

Proposed New Rules at Sheffield

DEPUTATION'S FAVOURABLE REPORT

IT will be remembered that the medical officer of Sheffield was desirous of introducing new clauses dealing with ventilation on similar lines to those introduced at Liverpool, and two special meetings of the Sheffield Branch have been held during the month to consider these suggested new clauses. At the second of these it was decided that a sub-committee should interview the Town Clerk and Medical Officer of Health.

SYDNEY KIRKHAM, reporting on this interview at the last meeting of the Sheffield Branch, said that it had been very satisfactory. The C.E.A. delegates were well received, and both the Town Clerk and the Medical Officer of Health showed that they appreciated the position of exhibitors.

With regard to the first clause, that all halls should be properly ventilated before the public were admitted, they were in agreement; the second clause, which asked that the windows should be opened as long as practicable, they discussed at length, but eventually agreed that they were covered by the word practicable, which afforded some scope.

The sub-committee took strong objection to clause 3, which suggested that clear vita glass should be substituted for coloured or stained glass. In connection with this, it was eventually agreed that each hall should be visited by the Public Health Department and an agreement reached with the exhibitor or manager.

The sub-committee, went on Mr. Kirkham, also took exception to clause 4, which suggested that means of ventilation should be used continuously so long as the public were on the premises. The argument of the Medical Officer with regard to this was that where fans were used ventilation was not fully effective unless the fans were always running. After discussion it was agreed to take out the word continuously.

Even Temperature Levels

Clause 5 suggested that if the ventilation was not efficiently operated steps should be taken to regulate humidity. The sub-committee contended that this clause was really unnecessary, and would put them at the mercy of any over-zealous official. They were assured that this would not happen. One of the most important suggestions was that the heat of the building should not be higher than 65 degrees, and that a thermometer should be fixed in a prominent position so that it could be easily visible. The sub-committee stressed the impracticability of maintaining 65 degrees with comfort to patrons, pointing out that on wet nights when people came in with damp clothes there was a likelihood of a quick change in temperature and they should have some latitude. They suggested 70 degrees instead of 65, but the Medical Officer was not prepared to accept that; as an alternative they put forward 68 degrees.

The Medical Officer promised that the points put forward should receive consideration.

With regard to another clause, the sub-committee refused to agree that fans should be run during the whole of the performance, and after some discussion this clause was withdrawn.

The last clause had reference to the opening of the doors at all halls as long as practicable. They pointed out that exhibitors could not be expected to open the doors during the show, but would open them as frequently as possible, and eventually agreed that here again they were covered by the word practicable.

At the close the Town Clerk and the Medical Officer of Health assured the sub-committee that the points they had raised would receive very careful consideration, and they would next discuss the position with the proprietor or manager at each hall. They also promised that before anything definite was done the officials of the branch would have an opportunity of further discussing the matter.

"We got," said Mr. KIRKHAM, in concluding, "a tribute to the way in which our halls were controlled, and the thanks of the Medical Officer of Health for the way in which exhibitors had received and treated his representatives on the occasion of their previous visit."

The CHAIRMAN said it was at first feared that something might be put on their licences this year; happily, that was not likely to happen now, for both the Town Clerk and the Medical Officer of Health had shown during the interview that they fully recognised the position of exhibitors and their obligations to the public.

G.P.O. FILM UNIT

Question in the House

In the House of Commons on Wednesday, VYVYAN ADAMS asked the Postmaster-General upon what authority he had taken over for incorporation in the Post Office the film unit of the recently disbanded Empire Marketing Board; and what were the present or proposed functions of that unit.

SIR KINGSLEY WOOD said that the Post Office took over the film unit referred to under the authority given by Parliament for the Department's expenditure on publicity. The prime functions of the unit were to produce films illustrating Post Office activities.

A.B.C.'s RITZ AT SOUTHGATE

IMPRESSIVE OPENING CEREMONY BY MAYOR

AN outstanding addition to the A.B.C. circuit is made by the Ritz, Arnos Grove, which was opened on Thursday evening by the Mayor of Southgate.

Designed by Major W. J. King, the Ritz accommodates over 2,000 patrons and presents an imposing modernistic frontage to the new shopping area of a rapidly developing district. A feature of the planning is the arrangement of the levels so that the best seats in the house, the front rows of the stalls, are practically on the street level, the lower floor of the auditorium being sunk. This facility of ingress was commented upon by the Mayor as the civic party was afterwards conducted to its seats by A. J. Sadler, the manager. Particular attention was also devoted by visitors to the unique and colourful mural decorations.

"It gives me great pleasure," he concluded, "to declare this building, sponsored by British people, built by British workmen, and built with British materials, open."

The audience then joined in singing the National Anthem.

The programme, which was arranged by Harry Kauffman, included "The Barnstormers," late of Jack Payne's band, and a performance by Alex Taylor at the illuminated console of the Compton organ. The films were "Narrow Corner" and "His Private Secretary," with Pathe Gazette and Pictorial.

A full description of the Ritz will appear in the New Year issue of the *Ideal Kinema and Studio*. Among the contractors were Ross, Ltd. (projectors); Western Electric, Ltd.; the Compton Co. (organ); Carpets and Curtains, Ltd. (proscenium curtains, stage setting carpets, linos, etc.); F. H. Pride (lighting fittings); W. Draper and Co. (electrical work).

Among the A.B.C. executives present were John Maxwell, W. McGaw, V. Moss, W. R. Glen, G. H. Gaunt, S. Simpson, Major King, the architect, and W. Draper, the electrical contractor, was also present at the reception, which followed the programme.

The opening ceremony was performed from the stage, the Mayoress being presented with a bouquet by the smallest page on the staff. Mr. Sadler briefly introduced the Mayor, who briefly traced the development of the district from a rural community to an urban area, of which the magnificent kinema was one of the greatest amenities.

The Mayor went on to suggest that there was scope for an enterprising film company to picture a town council meeting. Perhaps, however, the subject was better suited to the genius of a Disney Cartoon with the Mayor as the "Big Bad Wolf" and the Town Clerk as "Mickey Mouse" or—even "Minnie."

London Xmas Day Opening

Troxy Overwhelmed

"JUST as an experiment," those master showmen, the Hyams Brothers (Phil and Mick) did something on Christmas Day that no other exhibitor attempted—or even wanted to! They opened their new super, the Troxy, in Commercial Road, although the Trocadero was shut.

The response was terrific. When the doors opened at five o'clock there was a rush for the pay-boxes. In anticipation of but moderate business, only a small staff was on duty, and this was overworked. Two houses were given, and if more could have been given they would have been filled to capacity. Patrons, mostly family parties, queued and stood in every available corner of the theatre.

Business on Boxing Day was phenomenal at the Troxy and the Troc. In Stepney two Radio features, "Melody Cruise" and "Imaginary Sweetheart," filled the bill with three variety acts, a stage band and house orchestral and organ selection. Nearly three and a half hours' entertainment!

Mammoth Children's Treats

Last Saturday the Hyams Brothers set up what must surely be a record for party gatherings. In four of their theatres, the Metropole, Victoria, the Trocadero, Trocette and Troxy, four children's Christmas parties were held simultaneously, and close on 20,000 kiddies were packed into the four halls!

Variety acts, including the Flying Bonvards, Leslie Strange and the Mito Trio, Bobbie Pagan at the Troxy organ and Cecil Mitchell and the house orchestra, with a bill of Silly Symphonies and Mickey Mouse cartoons provided the Troxy treat which lasted for three hours, until well after eleven at night.

That did not complete the holiday job of these brothers. On Boxing Night Mick Hyams gave jobs to two unemployed—it was cheaper that way, he explained—and spent half an hour lopping off minutes because they are running four complete shows for the rest of the week!

And, by the way, take a trip down the Commercial Road for a lesson in sophistication. This "East End" audience actually rose and gave terrific applause to a picture on Boxing Night. They definitely liked that brilliant, fast-moving talkie, "Melody Cruise." This Radio feature was definitely one of the Christmas successes.

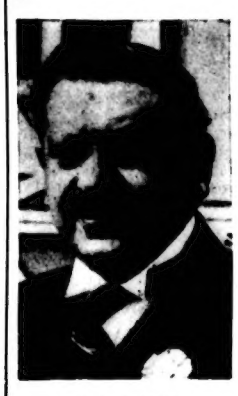
Sir Cooper Rawson, M.P., speaking at the opening of the Astoria, Brighton; George Grossmith is second from the left, and E. E. Lyons is sitting on Sir Cooper's left

ASTORIA, BRIGHTON, OPENED

E. E. Lyons' Luxury Super

M.P.'s Words of Praise

THE gala opening of the luxurious Brighton Astoria took place on Thursday night, December 21, in the presence of a notable gathering of Trade and local civic personalities.



E. E. LYONS

To Coun. E. E. Lyons—happily recovered from his recent serious illness and able to take part personally in the ceremonial opening—the occasion was a great triumph. As more than one speaker remarked, Mr. Lyons led the way in Brighton 23 years ago when he opened the first structurally perfect kinema in the Academy, West Street; now, in the Astoria, he has given to the town an entirely new and up-to-date house perfectly equipped for the presentation of pictures.

The whole of the balcony had been reserved for guests, and there was quite an overflow gathering of notabilities into the stalls. Only a fraction of the dense throng of the public could be admitted, and long before the time of opening "House full" boards were displayed.

Impressive Opening

After the opening fanfare and the National Anthem the curtains parted to reveal Coun. Lyons and his party grouped upon the stage before an imposing tableau of the Arms of Brighton, draped on either side by the Union Jack. There was enthusiastic applause when Coun. Lyons rose and voiced his obvious pride in the fact that so many friends had rallied to him upon the opening of his great new enterprise.

Observing that it was with pride that the directors presented, as the opening picture, that outstanding British production, "The Private Life of Henry VIII," Mr. Lyons then introduced to the company George Grossmith, chairman of London Film Productions, responsible for the film.

Mr. Grossmith, who mentioned that he was deputising for his colleague, Alexander Korda (producer of the film), said that when he went to Hollywood some four years ago he encountered everywhere the belief that England would never be able to make moving pictures. Mr. Grossmith said that the only person he found who "pooh-poohed" that idea was Mr. Korda, who had proved his assertion by producing "Henry VIII."

Congratulations to E. E. Lyons

The Astoria was then formally declared open by Sir Cooper Rawson, M.P., who warmly congratulated Mr. Lyons upon his recovery from a long illness following serious operations. There was further applause when Sir Cooper mentioned that only that morning he had inspected the whole of the building, and on all sides he gathered abundant evidence of the high regard in which Mr. Lyons is held.

All branches of the Trade were represented in the large gathering who attended the opening, as well as representatives of the municipal life of Brighton and Hove, in which Mr. Lyons is also a prominent figure. On all sides there was nothing but wonderment and congratulation upon such a fine achievement as is represented by the new Astoria. The whole of the building was ready by schedule time, and the guests were entertained to an informal reception in the spacious rest rooms and lounge by Mr. Lyons and his colleagues: J. Henson Infield, J.P. (chairman of directors); Thomas Swan, M.A., LL.B.; Frank L. Griggs; Major Bell; W. Banks Levy, and S. G. Gibson.

The whole of the arrangements for the opening went off without a hitch, and credit for this is due in no small measure to the manager, P. H. Gallagher.

From the Editor's Letter Bag

THE NON-SYNC. IS NOT DEAD

Reader's Reply to F. Hill's Article

SIR,—Your heading, "Is it the End of Non-sync.?" seems to me to assume too readily that the judgment given by Mr. Justice Maugham a fortnight ago sounds the death-knell of the amplified record in the kinema.

The Gramophone Company has not taken action in respect of a normal piece of copyright music, but has stepped outside that realm into the public domain to take its action. In my opinion, had the plaintiffs taken action in regard to a modern piece of music, the result would not have been so favourable to them. Lord Justice Russell's judgment, which Mr. Hill quotes, stands definitely in the way.

The danger is now, however, that a copyright having been allowed on records—not on music—in a court of law, this decision will be quoted in future as establishing a principle with regard to copyright music, despite Mr. Justice Maugham's proviso as to the "over-riding rights of the original owner."

One sees how preposterous it is to grant copyright in a gramophone record, if the analogy of a printed piece of music is considered. It would enable a printer to print a non-copyright piece of music, mark upon it that it should not be performed in public, and seek to injunct or mulct the violinist playing from that copy.

Taking the principle a little further, motor-car manufacturers might stamp upon their cars: "Not to be driven in the public thoroughfares" (this might be an advantage) and collect royalties or fees from anyone so doing.

The recording companies are cutting off their nose to spite their face in taking action against public performance, for I could cite hundreds of cases where kinema patrons have asked for the title and description of records played in the kinema with which I am associated, desiring to purchase them for home entertainment.

Yours,
NON-SYNC.

CORRECTING A MISUNDERSTANDING

You are under a misunderstanding in referring to A. S. Albin as being owner of the new Tivoli, Edinburgh, to which you alluded in last week's Scottish notes.

The New Tivoli is being financed by Mrs. E. Robertson and is the sole property of the Robertson family. J. C. Robertson has been responsible for carrying out the reconstruction scheme and is in charge of this house. Mr. Albin's position regarding this kinema is that he is house manager.

J. ROBERTSON,
New Tivoli Picture House.

PATHE SILENT GAZETTE

SUPERSEDED BY SOUND VERSION

To-day's issue of the Pathe Gazette (silent version) is its last. The first of the topical news-reels in this country, it is the last to pass out, its place being taken by its vigorous and prosperous younger brother, the Pathé Sound Gazette.

Henry Sanders, its editor, has seen its birth and its adventuresome career reach its fade-out during a period of twenty-four years.

The change is compelled by economic considerations, and old customers for the Gazette are changing over to the Pathe Sound Gazette.

Philip M. Hanmer has moved into new offices at 51, North John Street, Liverpool, 2. Telephone, Bank 610.

HOT U.S. NEWS

(By Special Kine. New York Cable)

S. R. KENT is reported to have informed Fox producers that Winfield Sheehan is in complete charge of the story department.

THE NAMES of Katharine Hepburn and her husband have been removed from the Philadelphia Social Register.

OFFICIAL ANNOUNCEMENT of the engagement of Douglas Fairbanks, Junr., and Gertrude Laurence is anticipated shortly.

NORTHERN DEBATES DISC PROBLEM

ARRANGEMENTS FOR ANNUAL MEETING

Support for R. Dooner

CONCERN was felt by members of the Northern Branch of the C.E.A. at the result of the High Court Judgment giving the makers of gramophone records a copyright in the record. The fear was expressed that the exhibitors would be called upon to pay another fee. The view was advanced that the P.R.S. fee ought to cover the exhibitors, particularly as the majority of them did not have any musicians in their halls.

The members have been gratified at receiving a large framed photograph of Stanley Rogers, to be hung in the branch offices at Grainger Chambers, Newcastle. The photograph was presented, on behalf of the executors of Mr. Rogers, by his lieutenant, E. J. Hinge, and was received in the name of the branch by the chairman, S. Bamford.

Locked Film Containers

Since the previous meeting, the SECRETARY (Alfred Smith) reported he had been in communication with Norman Hart upon the attitude taken up by the United Automobile Services, Ltd., who had indicated their intention to refuse to carry films in unlocked containers, except at owner's risk, and Mr. Hart had stated that, in his opinion, the carrying company was entitled to take up that attitude. A further letter had been received from the United Automobile Services, stating that films in locked containers as at present used would be carried at the company's risk, at a charge of 10s. each, and if carried at owner's risk the charge would be 6d. for small containers, 1s. for medium-sized containers, and 1s. 6d. for large containers.

Several members protested against the levying of these charges, and it was resolved that Norman Hart be further consulted in relation to the charge of 10s. per container.

An argument in support of submitting the whole case to the decision of the Traffic Commissioners was countered by the statement that the Commissioners might take the view that to carry films at all on public motor vehicles was a source of danger.

Untechnical Showmen

An inquiry from W. R. Fuller (General Secretary of the C.E.A.), in respect of dupe copies brought from several quarters a desire for a general improvement in quality, though E. R. EADIE and C. WOOD suggested that the exhibitors, in general, did not know sufficient about the technicalities of film production to justify them in putting forward complaints.

Newspaper Tax Campaign

It was resolved to re-elect the local Entertainments Tax Committee, and F. W. MORRISON appealed to all members of the branch to button-hole their respective Members of Parliament whenever these were in their constituencies, in furtherance of the campaign against the continuation of the tax.

W. S. GIBSON expressed the hope that C.E.A. headquarters would initiate and keep going a vigorous newspaper campaign against the tax.

Referring to a Parliamentary Bill which is being promoted by Tynemouth County Borough Council, to give the Council, among a number of things, the power to promote entertainments, the SECRETARY pointed out that the Bill specially excepted kinematograph performances, and claimed that that was evidence of the good work which had been done by the C.E.A. in contesting all attempts on the part of municipalities to become kinematograph exhibitors.

E. J. HINGE

E. R. EADIE desired to nominate E. J. Hinge for the national vice-presidency of the C.E.A., but the latter declined the proffered honour, on the ground of business pressure.

F. W. MORRISON explained that while both J. Pollard and Richard Dooner were both nominated for the office, it had been agreed that the former should stand for the presidency and the latter for the vice-presidency. The branch agreed to support both nominations.

An Absurd Regulation

The annual general meeting of the branch was fixed to be held at the Royal Station Hotel, Newcastle, on Tuesday, January 16, to be preceded by a luncheon to which renters will be invited.

At that meeting E. J. Hinge will submit a motion to secure an alteration in the national rule which says that the C.E.A. president must be chairman of all committees. Giving notice of this motion, he declared that the whole thing was absurd and led to the business of the C.E.A. being held up and the time of delegates being wasted. He hoped that the support of every branch would be sought for the motion.

The CHAIRMAN accepted nominations for office in the branch next year, but before any names were put forward J. OLIVER moved, on behalf of W. Lawson, that any member who had paid more than 40 per cent. film hire since the branch accepted the Trade undertaking not to exceed that figure be not eligible for office. The motion was not accepted.

Branch Officials

The following were the nominations: Chairman, E. J. Hinge (Newcastle); vice-chairman, W. S. Gibson (Middlesbrough); hon. treasurer, S. Bamford (Newcastle); secretary, Alfred Smith (Newcastle); hon. auditors, J. S. Snell (Gateshead) and A. C. Harris (Newcastle); delegates to General Council, W. Carr (Seaton Delaval), E. R. Eadie (Low Fell, Gateshead), T. France (London), E. J. Hinge, F. W. Morrison (Dunston), J. S. Snell and T. Thompson (Middlesbrough); Executive Committee, Coun. A. V. Adams (Blackhill), S. Bamford, J. Coverdale Bell, J. Broughton (Newcastle), C. Chipchase (Middlesbrough), W. Carr, J. H. Dawe (Newcastle), E. R. Eadie (Low Fell, Gateshead), E. Edwards (Morpeth), T. France, W. S. Gibson, G. W. R. Gray (West Hartlepool), T. Thompson, R. Gilbertson (Felling, Gateshead), F. M. Horsfall (Sunderland), J. Hately (Willington), E. J. Hinge, A. C. Harris, F. W. Morrison, W. R. Marshall (Newcastle), G. W. Oliver (Sunderland), J. Oliver, C. Robinson (Meadowfield), J. S. Snell, E. S. Smith (Felling), T. H. Scott (Hexham) and C. Wood (Norton-on-Tees).

Tax Causes Slump

NOTTS AND DERBY DISCUSSION

THE December meeting of the Notts and Derby branch of the C.E.A. concentrated on the question of the entertainment tax, which it was agreed is responsible for the slump in attendances at the smaller theatres.

E. C. Morris presided.

H. ELTON pointed out that the Christmas slump was being felt this year two weeks earlier than usual, and he was afraid it was due to this iniquitous tax. He came to this conclusion because the big or "luxury" houses did not seem to be affected to anything like the degree of the smaller houses which relied upon the cheaper seats to see them through in carrying on at all.

Killing the Sixpennies

FRED A. PRIOR (secretary and a delegate to the General Council) said the General Council were now on their toes concerning this matter, and were asking every branch and every individual member to fight for some relief from this excessive burden of taxation. The sixpenny seats were regarded as the life blood of the Industry, and there was no doubt, as Mr. Elton said, that the tax on it was responsible for the present slump.

That slump was by no means exaggerated. Recently, he had received what could only be termed alarming and distressing details of some small kinemas in the outlying districts of Notts and Derbyshire. There every penny counted. The miner and the unemployed simply could not afford it. He emphasised that this had become a really vital matter.

Dark Outlook

LANGHAM BROWN was very emphatic. There was not the slightest doubt that in country districts the few higher priced seats would not enable an exhibitor to carry on. He relied almost entirely on the "sixpennies." If these failed him—as they were now doing—his outlook was dark indeed.

Cheap Matinee Menace

The CHAIRMAN said they had a special claim on the Chancellor of the Exchequer inasmuch as this was a wartime measure that had never been repealed.

But there was something else that was hitting them hard, and this had nothing to do with the Chancellor. He referred to the cheap matinee. This was another wartime measure, originally introduced into Nottingham, he believed, for the benefit of miners. It was preposterous to go on giving admissions at half-price before 3 o'clock. No one could obtain tobacco and cigarettes cheaper by buying them before a certain hour.

The meeting decided to ask local M.P.s to join in a general campaign for a reduction of tax.

REFUSAL TO MEET WATCH COMMITTEE

North Staffs Resents Council Attitude

RESENTMENT was expressed at the last meeting of the North Staffs C.E.A. at the attitude of the Stoke Watch Committee in respect to Sunday opening, and it was decided to refuse the invitation of the committee to appoint a deputation to the Kinema sub-committee.

T. A. GRANT (secretary) reported that he had received a letter from Mr. Sharpley, Town Clerk, inviting the branch to send a deputation to a meeting of the kinema sub-committee appointed by the Watch Committee regarding the recent Sunday opening controversy.

It was decided that, in view of the remarks made at the Watch Committee meeting by Alderman Holdcroft and Mr. F. Hodgkinson, as reported in the Press, and as they were members of the sub-committee, a deputation would serve no useful purpose, and the secretary was instructed to write to the Town Clerk to this effect, drawing attention to the particular remarks made.

Before sending his letter, the clerk was instructed to discuss it with the honorary solicitor to the association, J. Moxon.

In the event of a deputation being agreed upon later, if a different attitude on the part of the Watch Committee developed, it was resolved that Mr. Keen be added to the members of the deputation already chosen.

Resignation of Chairman

After serving the North Staffs branch as chairman for a number of years, ALD. R. BERESFORD intimated that, owing to pressure of business and ill-health, he wished to retire from the chair.

H. COTTON, the vice-chairman, said that the branch had received great benefit as result of Mr. Beresford being in the chair. He was a very prominent public man, and it would be a great loss to the kinema Industry of the district if he was not retained.

ALD. BERESFORD said that he would not sever his connection with the branch, and if health and business permitted later on, he would be pleased to act as chairman.

The following nominations for offices for the coming year were made: Coun. G. H. Barber and H. Cotton, chairman; Coun. G. H. Barber and H. Cotton (if unsuccessful for chairmanship), J. Barrington, vice-chairman; B. Miller, branch delegate; L. Myatt, treasurer; T. A. Grant, secretary.

Electrical Charges

With regard to electricity charges, H. COTTON mentioned that he had seen the City Electrical Engineer, who was in favour of the price being according to the amount of consumption, and that he thought the branch had a good case for a reduction. He advised that an application be made later for a reduction. Since then, however, it had been suggested that the price might be 8d. for the first hour and 1d. afterwards, but subject to the maximum demand indicator.

The CHAIRMAN thought that this was very satisfactory, and that a debt of gratitude was due to Mr. Cotton for the trouble he had taken over the matter. It was remarked by a member that where special terms were granted to any consumer in the district, others in the same district might demand the same rate.

"Rasputin" Indemnity

BERT MILLER, the branch delegate, reported on matters dealt with at the General Council meeting, and drew special attention to the "Rasputin" film, advising members who had booked this film to write to Sam Eckman, Jun., who was understood to be willing to give an indemnity against any liability which might arise out of the action pending in the courts.

A short discussion also took place in respect to the position as to gramophone records and the P.R.S.

Joint Trade Outing

Referring to the outing for 1934, Mr. MILLER stated that the invitation to the Liverpool branch had been favourably received, and a committee had been appointed there to work with the North Staffs. branch. It was resolved that the date June 3 or 10 be fixed.

A letter was read from the Guild of Projectionists drawing attention to meetings of the Guild in the district. GEORGE EDNEY stated that he had attended a meeting, and that he thought the movement was a very good one.

It was resolved that the Secretary of the Guild be recommended to communicate with each individual manager.

It was proposed by B. MILLER, seconded by J. BARRINGTON, and resolved that Mr. Edney be appointed as convener of the Entertainments Tax Committee.

Presentation to F. H. Cooper

EASTERN COUNTIES' TRIBUTE

AT the meeting of the Eastern Counties C.E.A. last week the chairman (F. H. Cooper) announced his decision to resign from the Association, as he had disposed of all his kinema interests. A presentation from the members in appreciation of Mr. Cooper's long service was made by E. H. Field.

In making the presentation, Mr. FIELD (honorary treasurer) said they had been endeavouring to make a little presentation to their chairman, and he would hand the amount over with the wish that he may enjoy better health, and that he will spend a happy Christmas.

F. H. COOPER

The CHAIRMAN, in reply, thanked Mr. Field for his remarks in making the presentation, and said he could only express to the members his very great appreciation of their kindness. Mr. Cooper intimated that at the annual meeting, which will be held towards the end of next month, he would offer his resignation of the chairmanship, as he is not now intimately connected with the kinematograph Industry.

Among those present at the meeting were F. H. Cooper (in the chair), E. V. Barr (vice-chairman), Messrs. D. M. Attree, J. Bolam, E. H. Field, F. W. Graves, V. E. Harrison, J. M. Jennings, — McCoy, E. J. Protheroe, C. G. Stutely, A. E. Williams, S. F. Tolman and W. Waters (secretary).

Apologies for absence were received from G. F. Allen, R. G. Balls, D. F. Bostock (indisposed) and J. H. Troughton, J.P.

No Complaints

The correspondence was read by the SECRETARY, and dealing with the question of "duped films," as notified by the General Secretary, the members present had no complaints to make.

The letter from the South Wales and Monmouth branch was read, asking the members of the Eastern Counties branch to support the candidature of Richard Dooner. The CHAIRMAN said he had known Mr. Dooner many years and considered him a most suitable gentleman for the position, and he would advise the members to support Mr. Dooner's candidature.

It was resolved, on the motion of F. W. GRAVES, and seconded by V. E. HARRISON, that the matter of the *Cinema* controversy be left on the table.

The CHAIRMAN (as delegate) gave in his report, dealing with carbons, the standard contract, Entertainments Tax, the Advisory Committee, the P.R.S. Western Electric and film rentals, and discussion followed.

Sunday Opening

Correspondence which has passed between Norwich City Council and the Eastern Counties branch, on the question of the Sunday opening of kinemas of Norwich, was referred to.

The SECRETARY (W. Waters) reported that letters on the subject had been received from the Town Clerk of Norwich.

A discussion followed, and the branch eventually decided that the question of opening on Sundays be left in abeyance pending a more definite demand from the public.

Kinema Dance

The branch have arranged a kinema ball to be held in St. Andrew's Hall, Norwich, on February 15. Four stars will be present, and they will judge a star impersonation contest. There will be two bands and a cabaret show, and such a demand for tickets is anticipated that they will be limited to 600.

F. H. COOPER

ENGINEER WHO BECAME CIRCUIT CONTROLLER

F. H. Cooper, who is retiring from the Industry of which he was a pioneer in the Eastern Counties, was formerly an engineer in Woolwich Arsenal. Twenty-two years ago he built his first theatre—at Wisbech—and in all he was responsible for the building of fourteen houses in the Eastern Counties.

During the past twenty-two years Mr. Cooper was actively connected with kinemas in King's Lynn, Norwich, Yarmouth, Gorleston, Lowestoft and Chelmsford.

Mr. Cooper, who is now living in London, told the *Kine.* that the first time he set foot in Norwich he came in search of a site for a kinema. That was in 1912, and before the day was out he had purchased two plots in Prince of Wales Road. The vinegar works of Hill's and Underwood had stood there. Before many months had gone the Electric Theatre had been built on the sites.

A few years back Mr. Cooper was the National President of the Exhibitors' Association.

(C.E.A. Proceedings cont. p. 11)

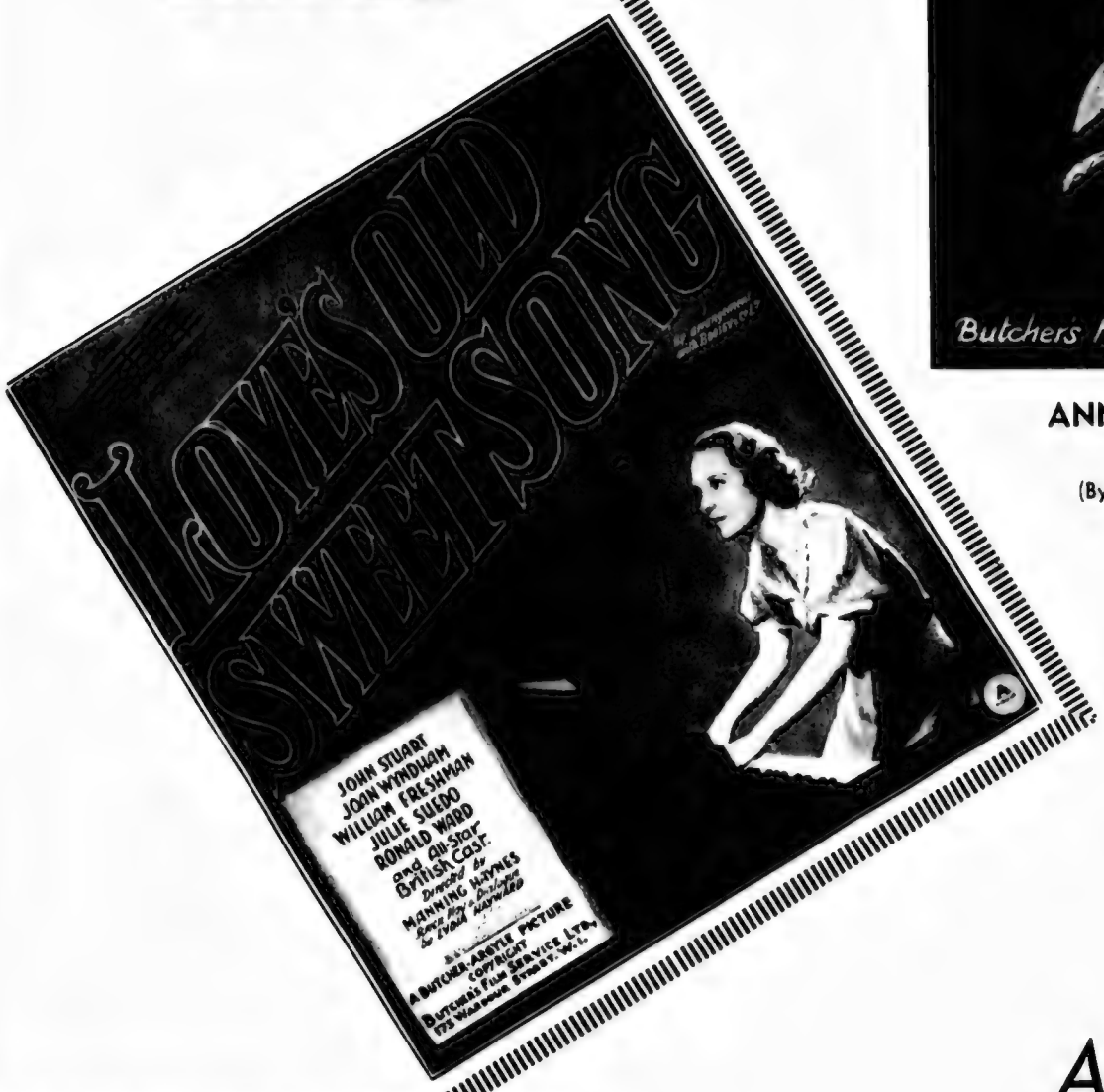
GUILDFORD PETITIONS FOR KINEMA

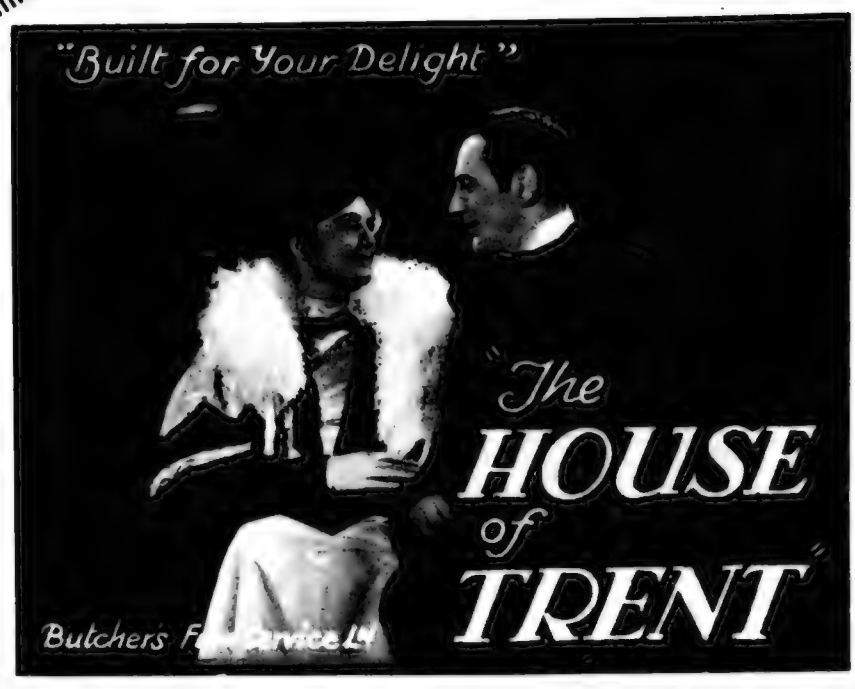
A petition signed by fourteen hundred residents in favour of a kinema being erected at Stoughton has been presented to Guildford Town Council.

The petition was consequently referred to the Public Grounds Committee for their consideration.

Best for—1934

BRITISH





ANNE GREY JOHN STUART
WENDY BARRIE
(By arrangement with London Film Productions, Ltd.)

PORT O' CALL SERIES

"LOVE'S MEMORIAL"
Agra, India
"CHILDREN OF THE NILE"
Kerdassa, Egypt
"THE PEACOCK THRONE"
Delhi, India
"THE FIRST PARADISE"
Colombo, Ceylon
"JUNGLE-BOUND"
Angkor, Cambodia
"CITY OF THE SUN"
Jaipur, India
"THE SEVENTH WONDER"
Panama
"MOTHER GANGES"
Benares, India
"DRAVIDIAN GLAMOR"
Madura, South India
"THE LAST RESORT"
Djibouti, French Somaliland
"QUEEN OF THE INDIES"
Havana, Cuba
"A MEDITERRANEAN MECCA"
Palma de Mallorca
"ADVENTURE ISLE"
Port Moresby, Papua

Butcher's Empire Pictures

AMERICAN

The First Three of the New
"CONGRESS PRODUCTIONS"
will be Trade shown early in the New Year.

Recent "SHOWMAN PICTURES" to be released

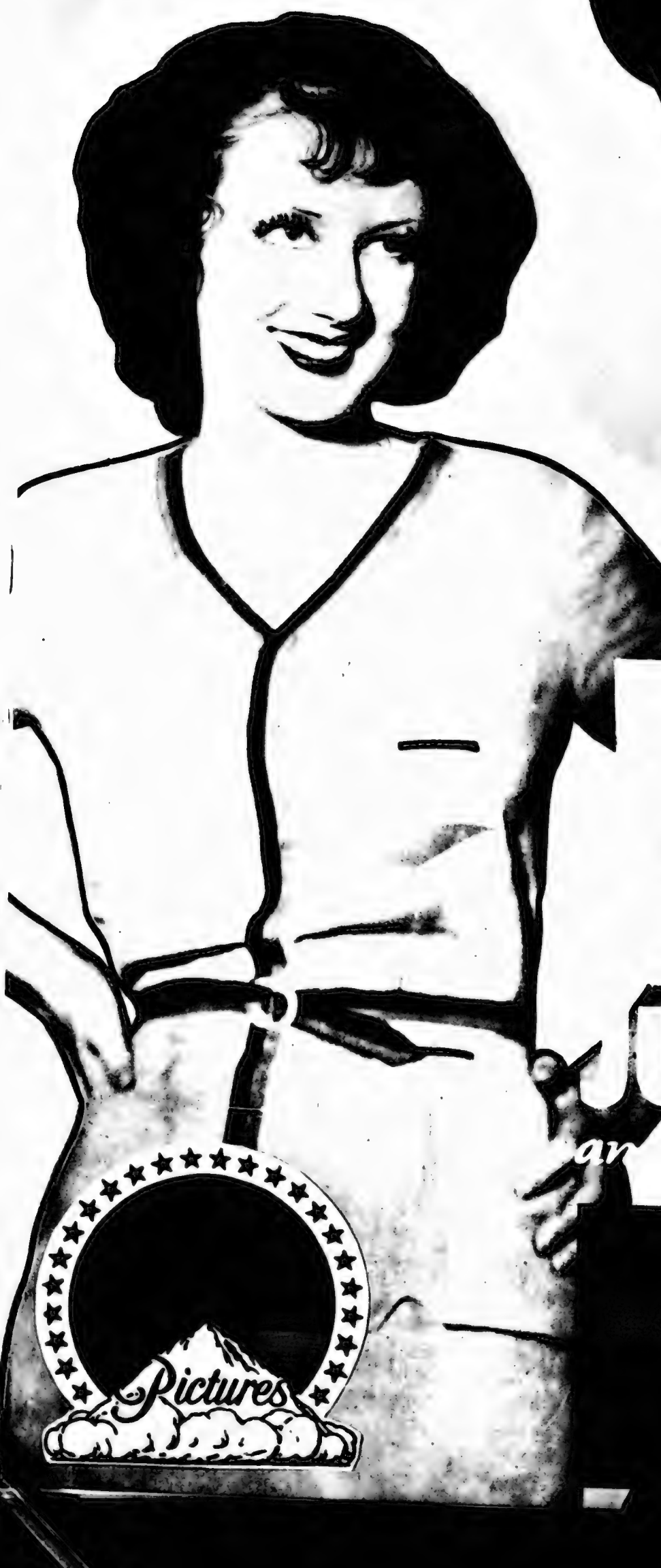
"UNDER SECRET ORDERS"
A Drama of Adventure in the Romantic Caribees.

"HER SPLENDID FOLLY"
The Private Life of a Talkie Star.

"SHIP OF WANTED MEN"
Peril and Intrigue on the High Seas.

Butcher's Film Service Ltd.
175, WARDOUR STREET, LONDON, W.1.

HE JUST CO[illegible]DN'T
STAND [illegible]MEN
until he [illegible]led a
girl out [illegible]he sea
who fell [illegible]came
way ab[illegible]en !



CAPTAIN JERICHO

with

RICHARD ARLEN

JUDITH ALLEN

and CHARLEY GRAPEWIN

Pictures

and speaking of *real* money makers!

MAE WEST

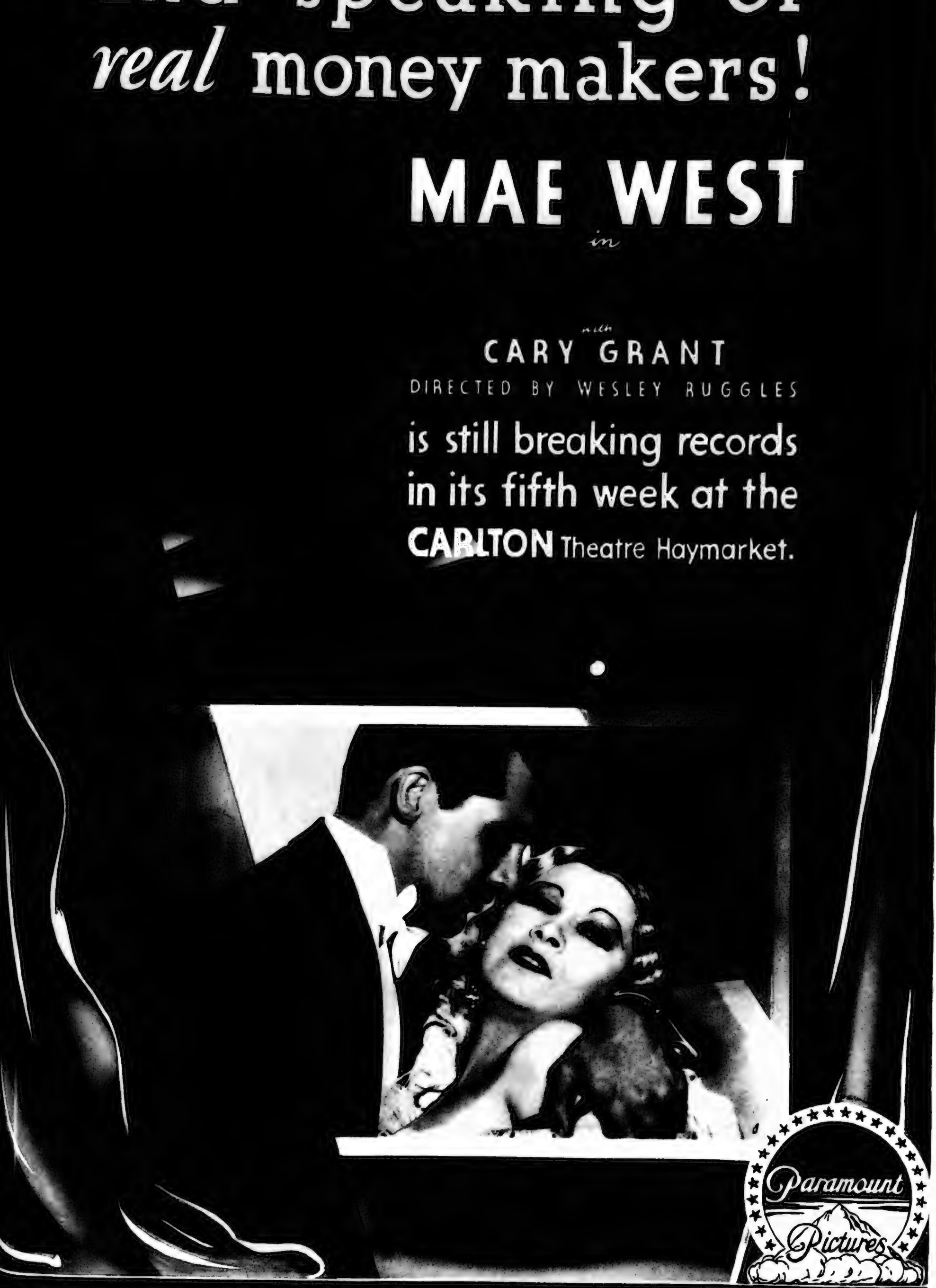
in

with

CARY GRANT

DIRECTED BY WESLEY RUGGLES

is still breaking records
in its fifth week at the
CARLTON Theatre Haymarket.



Paramount Pictures

THEY'RE ALL SAYING... *"Come up and see me sometime*

"SAY IT WITH FLOWERS"

SAY IT WITH FLOWERS, which Radio will Trade show on January 8 at the Prince Edward Theatre at 8.45 p.m., is described as a "Symphony of London Life." According to the opinion of those who have already witnessed it, the film is destined for the "big picture" class. Mary Clare appears as a flower seller, and is co-featured with Ben Field. They are supported by an outstanding cast of screen and variety stars, including Florrie Forde, Charles Coborn, Marie Kendall, Tom Costello, Percy Honri, and Kearney and Browning

DEVON AND UNHELPFUL TAX CAMPAIGN TACTICS

Tackling Overbuilding

ENTERTAINMENTS tax, film hire, over-building and the new assessments were discussed at the monthly meeting of the Devon and Cornwall Branch of the C.E.A. at Plymouth, presided over by Major A. O. Ellis last week.

JOE TAPLEY (Totnes) asked what was the attitude of the branch in regard to over-building and over-seating. It was time the branch made up its mind to support any branch that moved in the matter. He believed it possible to get reasonable legislation.

HARRY WATKINS (St. Austell) quoted the case of the bill-posting trade, which had an association that restricted competition. An associated member could not open up a new business, but an outsider could.

The CHAIRMAN said the trouble was that a lot of halls were being put up by outsiders who knew nothing about the business. There had been a feeling for a long time as to the possibility of approaching the Government to do something on the lines of the redundant licensed houses plan. But one difficulty had been to say when a new house would be redundant in a particular area, and another that a person who had money to burn and employed labour would be backed by the Government.

C. BUROW thought the association might persuade the Government through the Board of Trade to take action.

No Help from Government

The CHAIRMAN remarked that the Cinematograph Act needed amending, but owing to the pressure of work the kinema business, therefore, could not expect help from the Government.

The magistrates or Watch Committee could decline to grant a licence, and if they gave no reason for their decision, it was hopeless to appeal against it. But if they gave a reason then the applicant might appeal to a higher court to say that that reason was wrong. In fact, anyone applying for the renewal of his licence would have no redress if he were told simply that the licence was refused. The whole question had been referred by the General Council to the Legal and Finance Committee for special consideration, with power to co-opt representatives of Gaumont British and A.B.C.

JOE TAPLEY moved that the support of the branch be given to the General Council in endeavouring to find some method of stopping over-building, and it was carried.

The Tax Campaign

In reply to the chairman's inquiry as to the returns of members for the purpose of the entertainments tax campaign, the SECRETARY (C. Halderson Rundle) said that many members had not notified him that they had sent in their returns.

The CHAIRMAN said he did not think anybody in Devon and Cornwall could show a big increase this year over the business of last year. Personally, he could not. Therefore, he could not see why men objected to sending in figures to a chartered accountant to whom the figures were strictly private.

The fact that four months before his Budget the Chancellor of the Exchequer was talking about a surplus meant there was something to give away. Therefore, exhibitors wanted the strongest possible case to put before the Chancellor of the Exchequer for their share in the shape of remission of the entertainments tax.

H. HARCOURT considered that they should fight for the abolition of the tax up to sixpence this year, and then go for abolition up to a shilling next year.

There were 2,500 exhibitors in this country paying entertainments tax, although having a debit, and he was one of them.

They had to press these facts on their M.P.s, and he believed it would carry great weight now the time had come when relief could be given.

Back to the Snowden Duty

In regard to the percentage suggestion, the CHAIRMAN considered there were certain drawbacks. Previous Chancellors of the Exchequer had always ruled out percentage schemes because, although they would be comparatively simple for theatres, music-halls and kinemas, they would be enormously difficult for smaller forms of amusement that were subject to tax. There was another risk. They might get a 10 per cent. tax one year, and the next the Chancellor of the Exchequer might put on another 2½ per cent., because it was easy to do so in relation to kinemas. The percentage system would not be an advantage to them.

HARRY WATKINS argued that legitimate exhibitors were subject to greater restrictions than any trader in the country, even the licensed victualler. They have to provide pictures four to six months ahead, he said; to open every night of the week, provide comfortable houses and seating—well-heated, and models of cleanliness and ventilation—an obliging and courteous staff, and honourably fulfil all their obligations to the public even though their experience was the same as his own a day or two previously when, at 5 o'clock, he had only £1 3s. in his house. If a local show were organised and the support was rotten the organisers could cancel it, but exhibitors could not cancel theirs. If any business deserved consideration, therefore, it was the kinema. An agitation to get the tax off up to sixpence had no interest for him. He wanted something more.

The CHAIRMAN pointed out that the campaign committee idea of a return to the pre-Snowden Budget figures would mean the abolition of the tax up to 6d. and reduction on the 9d. seats. It was a mistake to keep on talking only of abolition up to 6d.

Elissa Landi in BY CANDLE LIGHT, which Universal is showing on Jan. 12

50 per cent. Bookings

A letter was received from an exhibitor who, at the previous meeting, asked to be relieved of his pledge not to book certain films at a rental exceeding 40 per cent., stating that he had been informed by a renter's traveller that his opposition had booked films other than "Cavalcade" at 50 per cent., and also that three theatres in Plymouth had booked the same films at 50 per cent.

The SECRETARY was inclined to doubt the accuracy of the traveller's statement. The syndicate houses certainly would not book the films at 50 per cent., and he knew of no independent house that would do so.

HARRY HARCOURT thought that if one exhibitor broke away from an agreement another could not be blamed for protecting himself. At the same time he believed if exhibitors stood out there would be no necessity to pay 50 per cent.

C. BUROW (Tavistock) said some months ago he was offered a film said to be unobtainable under 50 per cent., and the figure he was asked was 33½ per cent., with programme. He did not book it as he wanted the 25 per cent. concession to the small exhibitor.

Patience Necessary

H. HARCOURT said he was confident they would get the 33½ per cent. full programme if they exercised a little patience.

H. WATKINS did not think it was any use quibbling about a pound or two in making up a programme if they could get the big feature for 33½ per cent. When they had so many local events in opposition to them it was futile to haggle over £2 or £3 for a week's programme. He intimated that he had had first-hand experience that certain films referred to could be booked at materially less than 50 per cent.

The SECRETARY reported that the membership of the branch is now 91. In Cornwall it was only one or two short of 100 per cent. In Devon there were a few exhibitors outside, and in Plymouth, two.

Annual Meeting Nominations

Nominations for office in 1934 were made as follows: Chairman, Major A. O. Ellis; vice-chairman, W. Pickles; secretary and treasurer, C. H. Rundle; delegates to the General Council, Major Ellis and H. Harcourt. The elections take place at the annual meeting in January.

On the subject of the nomination of R. Dooner for the vice-presidency, C. BUROW asked whether there was any reason why Devon and Cornwall should not put forward a nominee for one of the offices, and the CHAIRMAN replied none, except that it was a full-time job which few men could undertake. It meant being in London five days of the seven per week.

The suggestion put forward by W. Pickles that C. Burow, Major Ellis or Halderson Rundle should allow themselves to be nominated for the vice-presidency was refused on these grounds.

C. RUNDLE added that he did not think the time was ripe for Devon and Cornwall to put forward a nomination.

The CHAIRMAN considered they could not have a finer representative of the West of England in the chair than Mr. Dooner.

JOE TAPLEY agreed. Mr. Dooner, he said, was a fine showman and the right man for the position. He moved that the branch give Mr. Dooner the strongest possible support for the vice-presidency.

W. Pickles seconding, it was carried.

The General Council Boycott

There was a complete cleavage of opinion on the recommendation of the General Council that the branch should boycott the *Cinema*.

W. PICKLES (vice-chairman), who moved that the branch take no action in the matter, said people who worked on public bodies—and to all practical purposes the General Council was a public body—must be prepared to face criticism. If they were not it was better they should not come into public life. What was the use of passing a resolution when they knew most of the members in Devon and Cornwall had no intention of acting on it?

The decision to support the action of the General Council was carried by a majority of five.

LEICESTER TRANSPORT AND FILM

A NEW CONTRACT

"Horror" Film Trailer Problem

THE promised new agreement with the film transport firm serving the branch was discussed at the last meeting of the Leicester C.E.A. who also considered the position arising from the exhibition to "U" audiences of a trailer to an "A" film.

The meeting was attended by Mr. Turner, representative of Film Transport Services (Broxburn), Ltd., G. H. Scarborough remarking that there were one or two clauses in the agreement to which some of them objected.

It was pointed out that next year all road transport companies had to be licensed, and, consequently, the company wished to have some guarantee that their services would be used exclusively by the exhibitors for film transport.

In reply to a question as to what would happen if a member required goods to be sent to anyone other than a film renter, Mr. TURNER replied that the company would be licensed as public carriers—whether they have goods to carry or not they will have to run the service. Some objection was raised to Clause 7, which states that if an exhibitor breaks Clause 6, he agrees to pay the transport company so much per week as a retainer during the period of the contract. It was considered that the signing of the agreement, with Clause 7 included, made the arrangements rather one-sided from the C.E.A. point of view.

The CHAIRMAN stated that if Clause 7 was omitted, that would make the agreement somewhat better, but as it stood at present the transport company had a pull on the branch.

It was stated that where a member sent a film by rail, the transport company would collect, and the only charge would be the rail charge.

The CHAIRMAN said the matter would be discussed at a subsequent meeting, to which Mr. Turner would be invited. He assured Mr. Turner of a reasonable deal from the branch.

It was afterwards agreed that the members sign the agreement with Clause 7 omitted, and the CHAIRMAN stated that he would instruct the members who were not present to this effect, so that all forms could be signed and in his company's hands before the New Year.

On the suggestion of Mr. Smith, it was also decided that the agreements cover a period of 24 months, as from January 1, 1934.

Trailers of "Horror" Films

The Secretary (Mr. BAILEY) reported that he had received a reply from the General Secretary to a branch's query as to whether a "horror film" trailer could be shown to a "U" audience. It referred to quite a harmless trailer in regard to "King Kong," but at no time did it show King Kong. Mr. Fuller had stated that it would not be in order to show the trailer with a "U" film.

Mr. SWANNICK suggested that a specially prepared trailer to overcome this difficulty should be arranged.

It was suggested that the chairman write to National Screen Service and ask them in future where films are marked "horror" films, when sending trailers to this district to send title trailers only.

A member also suggested that all trailers and titles should carry the category.

Value of the Political Fund

G. H. SCARBOROUGH, in his delegate's report, referred to the subscriptions to the Political Fund, remarking that the cost to the association in fighting different Bills, etc., brought forward had been £500. Much of the work had been directed towards opposing the Bills of corporations relative to running municipal kinemas. This, he emphasised, was a definite instance where a subscription to a political fund pays.

Although it was not in the nature of a forced payment, Mr. SMITH said, in his opinion anyone who did not pay this could not be very farseeing, and he would strongly recommend that every member of the branch pays his subscription.

It was decided by the branch to start its entertainment tax campaign in January.

Bad Prints

Discussion arose on the complaints regarding dupe copies, and copies in bad condition. The CHAIRMAN asked exhibitors troubled in this direction to report at the next meeting the name of the film and the exact nature of the complaint, so that necessary action could be taken.

The CHAIRMAN mentioned that the General Council was now negotiating for a new P.R.S. agreement, the existing one expiring in April.

1934 Officials

The election of officers for 1934 took place, and it was decided that they be appointed *en bloc*, with the addition of Mr. Black to the Standing Committee. The officers are:—

Chairman—G. H. Scarborough; vice-chairman—G. G. Baum; treasurer—R. W. Marshbanks; secretary—F. Bailey; Standing Committee—Messrs. Hickson, Smith, Swannick, Hainge and Black; trustees—Messrs. Baum, Marshbanks and G. Smith, who was appointed in the place of Mr. Oswin.

G. H. SCARBOROUGH stated that he had been successful in getting a concession with regard to electricity charges for those in the city. No success, however, had attended their efforts in respect to those in the county, who pay a flat rate for light and power of 3d. per unit for the first thousand, and then 2d. per unit over.

The *Kine.* Music Page

ANOTHER APPRECIATION

Gaumont Palace,
Plymouth.

Dear Mr. Owen,

I feel I must tell you how much I appreciate your weekly article in the "Kine."

I have been here a year, and believe me, a fresh interlude every week wants some thinking out when you cannot get around and hear what the other boys are doing.

There is an eight rank, three manual Compton here, and I use slides, non-sync. and microphone.

I think the best interlude you have published to date is the one by Thomas Grosch—I did it here and it went big—I twisted it so that I finished on a good record

Yours sincerely.
STANDEN ROLLS,
Organist.

The feature this week is on page 30

West Country Assessments

INDIVIDUAL APPEALS FAVOURED

Circuits Seek Combination

A LETTER was received by the Devon and Cornwall C.E.A. from the Gaumont-British Corporation stating that they were interested at Barnstaple and Ilfracombe in the new assessments and would be pleased to co-operate with other bodies in dealing with them. So far they had received only the assessment for their Ilfracombe theatre and had objected.

The CHAIRMAN remarked that very little information had yet to come in regard to the Devon assessments. In so far as his own hall at Paignton was concerned the authorities had not increased the assessment, but there had been substantial increases on the other theatres. In that area exhibitors were working on their own.

Writing from Braunton, Mr. DRAKE notified that the assessment of the Plaza had been increased a little over 100 per cent. and he had lodged an appeal. In view of the fact that these increases were general in Devon and Cornwall, did the C.E.A., he asked, contemplate any action?

The SECRETARY recalled that the subject was discussed at the branch meeting before last with a view to a lead being given, and it was decided to get further information.

H. HARCOURT said the assessment of his house at Devonport had been reduced by about £25, the equivalent of £12 10s. yearly in rates. A Plymouth valuer acted for him, and he thought it would be a good thing if exhibitors in the Devon area had such a man to act for them collectively.

The CHAIRMAN said the position in Devon and Cornwall seemed to be that some kinemas had not been altered at all. Five years ago when the valuation was made in Devon, the rating authority in each area was told that a special valuer would deal with all properties over a certain value, the rest being dealt with by the local authorities. Thus, the smaller kinemas were in the hands of the latter. This time the special valuer had instructions to deal with every kinema, with the result that certain of them which were considered very low had been brought up. Kinemas at Braunton, Torrington and the eastern part of Devon had been increased 100 per cent. Therefore, there seemed to be a considerable variation in the experience of different exhibitors.

Individual Action

H. WATKINS thought it better for the individual exhibitor to appeal where necessary and put up his own case.

The CHAIRMAN agreed. The first information he received regarding the new assessments indicated that every exhibitor would be stung badly, but now the figures were coming in the position was not as bad as expected generally, though heavy in individual cases. It was, therefore, better that a member should fight his own battle than that they should take general action as at first thought desirable.

W. PICKLES (Liskeard) said all Cornwall kinemas were assessed by an expert valuer on the last occasion. He succeeded, on the advice of Norman Hart, in getting the assessment reduced by £20. The new assessment would mean an increase of £4 a year, and he intended to oppose it.

H. TAPLEY (Totnes) said his assessment had been increased by £40. He had given notice of appeal, and was of opinion that he would do better individually than by a general appeal.

C

HOME OFFICE 'CONDITIONS' FOR SCOTLAND

Ormiston Tells Story of W.E. Negotiations

AN important communication from the Scottish Office, Whitehall, was read at last week's meeting of the C.E.A. at Glasgow, over which Thomas Ormiston, M.P., presided. He directed special attention to the official request that members of the branch should honour the rules laid down in the Home Office "model conditions." The meeting was also interesting by reason of the inside story of the negotiations with Western Electric for a reduction of service charges.

The most important item submitted was a letter from the Scottish office with regard to the conditions for licensing in Scotland. The letter was as follows:—

With reference to the conference between representatives of the C.E.A. and the Parliamentary Under-Secretary of State at the Scottish office on November 8 regarding the exhibition of kinematograph films in Scotland, particularly in relation to children under 16, I am directed by the Secretary of State to say that he understands that your Association (which represents over 90 per cent. of the Scottish kinematograph exhibitors, including all the important exhibitors in large towns) is prepared to recommend its members to observe in Scotland the Home Office "model conditions," with the exception of Condition No. 3 (which provides that no films—other than photographs of current events—which have not been passed for universal exhibition, shall be shown without the express consent of the local licensing authority when children under 16, unaccompanied by parents or *bona fide* adult guardians, are present).

Sir Godfrey Collins further understands that your Association is prepared to do its best to ensure that the Home Office "model conditions," with the exception of Condition No. 3, are, in fact, observed in Scotland by its members.

The Secretary of State is obliged to the representatives of your Association for the extent to which they have met his proposal that arrangements should be made to ensure observance, on a voluntary basis, of the Home Office "model conditions" in Scotland.

He is impressed with the considerations advanced by your Association in connection with Condition No. 3—in particular, that a provider of popular entertainment cannot reasonably be expected to prohibit the entrance of any section of the community to the entertainment unless that duty is put upon him by law.

The Secretary of State proposes, therefore, to inform the House of Commons on a suitable occasion that he has accepted the arrangement suggested by the C.E.A. as an experimental measure, and that he intends to defer any question of legislation until the arrangement has been put into operation and practical experience of its workings has been gained.

As the question of the exhibition of kinematograph films in Scotland, particularly in relation to children under 16, is likely to be raised again in Parliament at an early date, the Secretary of State will be glad if your Association, if its attitude is correctly represented in the first paragraph of this letter, will take early steps to issue the necessary recommendation to its members and to inform him when this has been done.

The Secretary of State desires to express his thanks to the representatives of your Association for the action which they have taken in this matter, and for the clearness with which they set out the considerations which prevented them from agreeing to observe voluntarily the English "Model Condition" No. 3.

After reading the letter, THOMAS ORMISTON, the chairman, said he would ask every exhibitor, not only for himself, but for his fellow exhibitors, to observe these conditions, otherwise he was sure that legislation would be proposed.

"You will take it from me," added Mr. Ormiston, "that that legislation would not be confined to the model conditions, but will deal with the kinematograph in general, and nobody knows what other conditions will be put forward. Those of you who know should be very thankful you are continuing under these voluntary conditions."

Mr. Ormiston moved a resolution that they accept the terms of the Scottish Office of December 6, and hoped that every member would abide by the conditions set forth; and authorised the Executive to issue the recommendations.

This motion was agreed to with applause.

The meeting was opened by the report of the Executive submitted by the secretary, JOHN A. HOUSTON.

Before beginning the business, Mr. Houston made reference to the death of Mr. Collinson, manager of Green's Playhouse, and who had for some time represented Aberdeen on the Executive.

They had also learned that Mr. Carlos was in the Western Infirmary undergoing an operation for an abscess on his right arm.

Mr. Carlos arrived later at Wednesday's meeting with his arm in a sling, and the chairman expressed the hope that he had fully recovered.

Film Institute

G. SALMON had reported from the Edinburgh section that the Film Guild had sent him an invitation to attend a meeting. Mr. ORMISTON stated there had been a meeting of the Film Institute in London, and it was agreed at that meeting that Sir Charles Cleland should represent the British Institute at the Guild meeting, and that he move that the Guild might be affiliated to the British Institute. Mr. Salmon was asked to support this. Mr. Ormiston said he hoped to get the Glasgow Film Society also to affiliate.

Cut Prices

Mr. ALLISON, of Dundee, had raised the matter of a twopenny admission charge, and asked if it were not possible to bar all offending exhibitors for six months. Mr. ORMISTON's reply was to the effect that it was a danger to ask renters to interfere.

Service Charges

BERT GREEN submitted a report of the delegates to the General Council, and, arising out of this, PETER PICKARD spoke on the reduction in service charges granted by Western Electric.

Mr. ORMISTON explained that the subject had been a debatable one in the Association since the glamour went off talking pictures. About two years ago, after a great deal of negotiation, they got a reduction of 10s., and in July of this year he put the case very strongly before Western Electric.

In September, Mr. RICHARDS, at a meeting of his branch in Brighton, made some remarks about Western Electric, with the result that Western Electric broke off negotiations. The president and Mr. Ormiston visited Western Electric and tried to get them to reopen the matter, and after a great deal of trouble, they were successful.

At a meeting between Mr. Ormiston, Mr. Fuller and Mr. Hatfield, the W.E. managing director said he could give them nothing. His estimate for the budget had been made for 1934 and it was not possible to give them a reduction.

Mr. Fuller had to leave to attend a meeting, but Mr. Ormiston sat with Mr. Hatfield for another hour, and hammered at him, until he got 5s. a week reduction from him.

"I am quite sure," added Mr. Ormiston, "Mr. Hatfield would be quite willing to retain that 5s. should any exhibitor throw it back to him. I should advise you, however, to take all you can get."

D. A. STEWART asked if there was going to be anything done with regard to the services of the RCA, and was told that tht matter was being looked into.

Bad Prints ?

JAMES WELSH made an appeal to members in regard to "duped" films. He said they could only go on information and pretty definite information, and the difficulty was that out of their own experience they saw very little room for complaint. He wanted the assistance of the Scottish exhibitors, if they saw any deterioration in the quality of the prints, to take a careful note of them with the name of the company providing the print, so that if they did take up this matter later on they would have something to go on.

(Continued at foot of next column)

Governor James Rolf of California lynching fame, was the chief guest at the dinner given recently by Louis B. Mayer (R) to celebrate Marie Dressler's 62nd birthday

Trade Security Affected By Overseating

BRISTOL URGES LEGISLATION

Misleading Trade Show Reports

THE problem of overbuilding was discussed at some length by the Bristol branch of the C.E.A. at its last meeting. The matter arose out of the report of the last General Council meeting, which was given by George Rees, who said that the delegates would like to have the observations of members on the matter, which would come up again next year, as these would help the Council in coming to a decision.

V. E. Cox inquired if the Association could not send out a circular letter to the local justices giving the association's point of view.

Mr. REES said at the moment the Council did not think this course advisable.

F. H. GRACE thought that the Town Planning schemes might have some effect, but H. F. WREN considered that would not help. He pointed out that areas were zoned into industrial and residential districts, but there was no power over kinemas, though it was not likely that a kinema would be allowed to go up in a purely residential area.

E. S. L. COLLINS said that when an application for a new licence was made particulars of the facts regarding the existing kinema accommodation in the district should be placed before the local bench by the association.

Appeal to Local Authorities

Mr. WREN suggested that the branch should recommend the General Council to send a letter to the various local authorities, pointing out the fact that certain areas were being overbuilt, and asking them to give careful consideration to that point when fresh applications came before them.

GEORGE REES again pointed out that this had been discussed by the General Council, and it had been decided that it was not good policy to send out such a letter at present.

The CHAIRMAN (A. B. Atkinson) expressed agreement with the point of view taken by Mr. Wren, and said he would support a recommendation on these lines to the Legal, Finance and Parliamentary Committee.

Buying Out Opposition

Mr. SPENCER put forward a suggestion that a new applicant who was building a larger house in a district which was already served by a small house should be required to buy up the small man's licence.

ALAN SIMPSON pointed out that local justices had no power to restrict trade. The only way in which any action of this kind could be enforced was for the association to promote a Bill in Parliament.

G. H. BLACKBURN said it was not only a question for the small man; it had now reached such a stage that it was affecting the bigger houses as well as the small ones.

Appeal for Legislation

It was agreed that the secretary should write a letter to the Legal, Finance and Parliamentary Committee, pointing out the view which the branch took of the matter and that local authorities should be recommended to consult, where possible, the kinema already in existence in the district when a new application was made.

The resolution added, "If this cannot be done, then the association should press for legislation on the matter."

Counter-Attack

It was announced that the protest which the branch had made at the previous meeting against an article, "That Short-Weight Cinema," which had appeared in *Tit-Bits*, had been successful, as the editor of that paper had agreed to publish another article which he hoped would counteract the effect of the previous one about which complaint had been made.

Duped Copies

There was a discussion on duped copies of films, arising out of a letter from Head Office, asking for particulars of any complaints exhibitors might have in this respect. Information was required regarding photography and not story value or the condition of films sent out for later runs.

Mr. WREN expressed the opinion that there was a distinct falling off in quality; they did not get to-day the same clear definition as in the past.

The CHAIRMAN inquired if any of the exhibitors present had found that duped copies affected the sound track, and if there was any way of finding out, apart from the

(Continued on page 19)

(Continued from previous column)

The suggestion was, said Mr. Welsh, that some of the renters were bringing in positive prints, and, for reasons of economy, were getting a negative taken off them and getting copies from that. He was bound to say that for the great bulk of the renters the prints seemed to him to be as good as they had ever been.

The Tax Report

A. B. KING submitted a short report of the Entertainments Tax, and said the campaign was continuing. He added that there was a suggestion that entertainment tax should be put on a percentage basis, but the General Council had decided that the campaign would not be altered in any shape or form.

Kinema Sunday

Mr. ORMISTON said that the branch would be very glad to learn that the magistrates of the city had granted them permission to hold kinema Sunday this year, the picture houses to open in the month of February. The Lord's Day Observance Society had sent a letter to the magistrates, but the magistrates decided not to hear them and granted the branch's application.

OUR USHERETTE — *By J. P. DAVIS*

"I'M NO ANGEL"
"THAT'S ALRIGHT. NOW SEE IF YOU CAN MAKE A NOISE LIKE MAE WEST!"
"COME UP AND SEE ME SOMETIME!"
MAE WEST
"HEY! YOU DON'T HAVE TO— OVERDO—"
NOW SHOWING
"IT"

"HAPPY" Extracts from B.I.P.

Scenes from a few of the pictures in the "Happy" group which are scheduled for early Wardour release. (1) Greta Nissen and Karl Deihl in ON SECRET SERVICE. (2) Marian Marsh and Ralph Ince in LOVE AT SECOND SIGHT. (3) Greta Nissen and Hugh Wakefield in CONTRABAND. (4) George Curzon and Greta Natzler in SCOTLAND YARD MYSTERY. (5) Wally and Barry Lupino in WISHES. (6) Frank Pettingell, Greta Nissen and Charles Bickford in RED WAGON. (7) Stanley Lupino and Dorothy Hyson in HAPPY

D

CHARLES BICKFORD & RAQUEL TORRES

GRETA NISSEN
Directed by PAUL STEIN

LADY ELEANOR SMITH'S EPIC OF THE CIRCUS
"Certain to be one of the most popular talking pictures in 1934."
DAILY MAIL.

LONDON RELEASE AUGUST 20

Stanley Lupino in
A MERRY MELODIOUS MUSICAL MELANGE ~
The Love Race

with LADDIE CLIFF WILL FYFFE
DOROTHY HYSON HARRY TATE

"Real Entertainment — Excellent Booking." KINE.

Directed by FREDERICK ZELNIK
LONDON RELEASE AUG. 6th

Mystery! STARTLING and Baffling!

"

"

By JACK DE LEON and JACK CELESTIN
with
SIR NIGEL PLAYFAIR SALLY BLANE
LEWIS CASSON ANTHONY BUSHELL
Directed by BERNARD VORHAUS
"Gripping Murder Mystery."
DAILY FILM RENTER.
LONDON RELEASE APRIL 23rd

MARCH FORWA

All Star

Sir Gerald du Maurier in "Scotland Yard Mystery"

with
GEORGE CURZON, BELLE CHRYSTALL,
GRETE NATZLER, LESLIE PERRINS
Directed by THOMAS BENTLEY
LONDON RELEASE JUNE 4th

Clifford Mollinson in "FREEDOM OF THE SEAS"

Directed by
MARCEL VARNEL

David Manners and Camilla Horn in "Contraband"

(TENTATIVE TITLE)
with GRETA NISSEN

Directed by
ROBERT
MILTON

GRETA NISSEN and CARL DIEHL in "On Secret Service"

An Enthralling Espionage Drama of
Invisible Foes
with
DON ALVARADO, LESTER MATTHEWS
ESME PERCY, C. M. HALLARD
Directed by ARTHUR WOODS
LONDON RELEASE MAY 21st

MARION
"V

ARD WITH THE Pack

CAST CHOSEN BY FILM FANS

WORLD INTEREST IN RADIO "LITTLE WOMEN"

Novel Production Plans

WITH the dramatisation of "Little Women" a precedent has been established. When Radio announced its intention of filming the great romance of family life, thousands of letters began pouring in from all over the world, a large number coming from England. Some of the letters asked that the story be modernised, but nearly 60 per cent. demanded that it be kept within the letter and spirit of the original book. When casting began a number of principals were actually selected by fan vote, while several remaining characters were recommended.

Fine Example of Casting

The result is that "Little Women" was filmed exactly as Louisa M. Alcott wrote it, and has been cast with extraordinary fidelity to the description in the book known and loved by millions of readers.

Katharine Hepburn plays Jo, the topsy-turvy tomboy, who fears that marriage will break up the ideal companionship of herself and her sisters. Joan Bennett enacts the part of Amy, youngest but most important of the four girls, in her own opinion. Miss Alcott referred to Amy as the snow maiden, with blue eyes and hair curling over her shoulders. Frances Dee plays Meg, flirtatious and charming, with large eyes and soft brown hair.

Paul Lukas is Professor Fritz Bhaer, the learned, lumbering German teacher, whose kind heart helps keep him poor, and who eventually wins Jo. Others recommended for their rôles include Jean Parker, playing the timid and shy Beth, whose kindness and peaceful expression is an inspiration to all who know her. Henry Stephenson enacts the rôle of Mr. Laurence, grumpy, irascible, with a bark worse than his bite. John Davis Lodge plays Brooke, tutor to Laurie, and wooer of Meg. The dashing Laurie is in the capable hands of Douglass Montgomery.

Artists Read the Book

Another unique precedent was established when two months before shooting began the twenty artists in the cast were ordered to read the book from cover to cover, and to thoroughly immerse themselves in the spirit of the book's quiet beauty and thrill.

"We spent a matter of nearly ten months reproducing the settings for the story to make it an authentic reproduction of the book," Director George Cukor explained. "We felt that the players should make a similar effort to capture the story's mood."

Coun. Levy's Fund

List of Donors

Donations amounting to £80 were received by Councillor Alfred Levy, of Liverpool, for his fund for coal and Christmas parcels for Wavertree West unemployed. The following is a list of donors:—

Alfred Levy, C.C., £10 10s.; Lord Bracket, £5 5s.; N. J. Price, C.C., £5 5s.; Major Charlton Thomson, C.C., £5 5s.; Jonas Wolfe, £5 5s.; Gaumont-British Distributors, Ltd., £5 5s.; The Hon. Ronald Nall-Cain, M.P., £3 3s.; Futurist (Liverpool), Ltd., £3 3s.; Greater Scala (Liverpool), Ltd., £2 2s.; Charles B. Cochran, £2 2s.; Jack Goodenday, £2 2s.; Paramount Film Service, Ltd., £2 2s.; Anonymous, £2 2s.; Sir William Jury, £1 1s.; Warner Bros., £1 1s.; Radio Pictures, £1 1s.; Universal, £1 1s.; Pathé, £1 1s.; British Lion, £1 1s.; First National, £1 1s.; Columbia Pictures, £1 1s.; H. D. Nisbet, £1 1s.; J. Covel, £1 1s.; B. Henry, £1 1s.; Anonymous, Liverpool, £1 1s.; M. Voss, £1 1s.; David Fineburgh, £1 1s.; W. V. Cowper, £1 1s.; Harold Cohen, J.P., £1 1s.; S. Eckman, £1 1s.; C. J. Ross and Co. (Successors), Ltd., £1 1s.; Leo Hirshfield, £1 1s.; George C. Wolf, £1 1s.; Harry Joyce, £1; Percy Phillipson, £1; L. Bloud, 10s. 6d.; Messrs. Back and Windibank, 10s. 6d.; Cinema Publicity Supply Co., 10s. 6d.; National Screen Service, Ltd., 10s. 6d.; J. Hodson, 10s.; A. E. Barber, 10s.; Mrs. Bird, 5s.—Total, £79 18s.

Prizes for a Whist Drive held on December 13 were received from G. H. Morton and Sons, Ltd., Jas. Woodhouse and Son, Blacklers Stores, Arthur Williams (Liverpool), Ltd., Charles and Co., Donegal Tweed Co., Ltd., Isaacs, Gray Dunn and Co., Ltd., Wilkins, Alfred Wolf, Taylor's Postcards, John Hill, Stuart Levy, Miss Phillips, S. O. Locke, J. Nelson, Mr. Harris, Mrs. Egerton, Barker and Dobson, all of Liverpool; Wills, of Bristol; Gulkoff and Levy, London; Calman Links, London; Players Ltd., Nottingham.

A concert at the Majestic Super Kinema, Wath, near Rotherham, in aid of the Montague Hospital realised £27

Three British comedians who appear in Hal Roach comedies. Billy Nelson, Jack Barty and Douglas Wakefield in TWIN SCREWS (M-G-M)

THE BRISTOL NEWS THEATRE OPENED

A UNIQUE FILM CEREMONY

BRISTOL'S News Theatre, owned by Jaceys Cinema, Ltd., of which J. C. Cohen is managing director, was opened on Boxing Day.

A novel method of opening the house was adopted, the Lord Mayor of Bristol, unable to be present in person, has had a talkie film made in which he welcomes the new enterprise, and this was used as the first film in the first programme screened at the house.

The house occupies the site, in Peter Street, where formerly stood the Queen's, which, in 1910, was opened as the first building in Bristol to be erected solely as a kinema.

The building marks a new departure in kinema architecture for the city. The whole of the main facade is faced with black and green alabaster glass, with steel bands. Above the main entrance is a tower, the walls of which have been treated with horizontal bands of green and black glass on a black granite base.

Special attention has been paid to the lighting of the front of the house. A rotating globe represents the world, with the various continents picked out in red neon.

Green, silver and black is the decorative scheme of the vestibule, while the colour scheme of the auditorium is peach colour, pale green and silver.

News and interest films alone will be screened at the house, and special facilities for parents and business men will be provided at the theatre. Parents will be able to leave their children in a nursery, while there will be telephone kiosks, and a parcels department and information bureau.

S. G. Cadogan, the News Theatre's manager, is a native of Cardiff and comes from the Gaumont Palace, Birmingham.

A NEW CLUB

JUNIOR GREEN ROOM

A new West-end club, called the Junior Green Room, has been started on the beautiful old premises situated at 20, Bedford Street, Strand, W.C.2, that were originally in the occupation of the Green Room Club.

The fine old oak-panelled hall is conveniently arranged for luncheons and dinners, and will make an admirable setting for meetings and functions. Here is also housed the John Drinkwater Library, that has been formed by the courtesy of some thirty English publishing firms.

Membership is open to persons connected with, or interested in, literature and the arts generally. John Drinkwater has consented to be the president and Eric Partridge is one of the vice-presidents.

Although the subscription has been fixed at the moderate amount of one guinea for the first two hundred founding members, it is intended to raise it for later members and make the club a thoroughly exclusive one. Readers interested should write to the honorary secretary, A. Hyatt, for particulars.

A scene from the latest Constance Bennett picture which Radio will shortly Trade show. Gilbert Roland is featured

Musicals Cure for Unemployment

"Moulin Rouge"

SCREEN musicals are taking thousands of movie extras "off the dole."

The filming of "Moulin Rouge," Constance Bennett's first starring picture for the Joseph M. Schenck-Darryl Zanuck 20th Century Pictures, affords an interesting example of the employment of large numbers of extra players.

This story of a French musical star, had it been presented as a straight farce, could have been filmed with no more than fifty persons in the entire production. As Nunnally Johnson and Henry Lehrmar adapted it from the French stage success by Lajon de Bir, Sidney Lanfield handled more than ten times that total in the course of directing the film. There were 100 chorines in the ensemble handled by Dance Director Russell Markert, 500 extras, and almost another hundred musicians.

The songs for this production were composed by Harry Warren and Al Dubin, who wrote the widely sung hits of "Forty-Second Street" and "Gold Diggers of 1933." Constance Bennett's supporting cast includes Franchot Tone, Tullio Carminati, Helen Westley, Russ Brown and Andrew Tombes.

FILM SHOWS FOR THE BLIND

NORTH SHIELDS EXPERIMENT

An audience composed entirely of blind people living in North Shields, South Shields, and the neighbouring area was entertained at a performance of "I Was a Spy," at the Prince's Theatre, North Shields. The dialogue of the picture was linked up by a running commentary given by W. H. Fisher, the Gaumont-British sound engineer in the Northern area, who gave a similar commentary at Leeds. He described the film from a special compartment in the auditorium, his voice being amplified by means of loudspeakers.

It is felt that this type of performance can be developed to have definite commercial possibilities, and consideration is being given to a suggestion to set aside for blind persons specified seats, fitted with earphones.

LEEDS 53,505 SEATS

ONE TO EVERY NINE PERSONS

Leeds kinemas provide seating accommodation for 53,505 persons. The population of the city being 482,809, there is, therefore, one seat to every nine of the population. These figures were revealed in the annual licensing report presented to the Watch Committee last week.

New regulations applying to kinemas will come into operation on January 1. They relate chiefly to films unsuitable for children, and to the character of some of the posters and other publicity material used in advertising films.

Among the applications approved was one for the Dominion Cinema in Chapeltown, which has a seating capacity of 1,502. Plans for the erection of two new kinemas, one at Middleton and the other at Halton, have been approved.

MARY FIELD AT RUGBY

New Film Institute

At the invitation of the newly formed Rugby Film Institute, Mary ("Secrets of Nature") Field visited Rugby recently to deliver the inaugural address at the Institute's headquarters.

Miss Field spoke on "Direction—Theatrical and Documentary Films" to a large gathering, after which a film, made by members of the Institute, "Transport in Rugby," and a "Secrets of Nature" subject were screened.

The Plaza, Rugby, also screened a "Secrets of Nature" subject in honour of Miss Field's visit.

Hastings Watch Committee has granted a stage play licence to E. V. Delorme, the manager of the Regal Cinema, London Road.

PROGRAM CHANGE ON SATURDAY

SHEFFIELD EXHIBITOR'S INNOVATION

A First Run Experiment

THE experiment of the Sheffield Picture Palace (Union Street) in starting its programme on Saturday instead of Monday will be watched with interest by exhibitors not only in the Cutlery City, but also in other provincial centres.

Len Shaw, in deciding to commence his week's programmes on Saturday, has backed his judgment by arranging his bookings for the next six months on these terms. He contends that Saturday being the busiest day of the week at all kinemas, he will obtain a better word-of-mouth advertisement by starting on that day which will result in better business throughout the week.

Although he recognises that there may be times when the publicity will consist of an adverse verdict, he contends that the number of good advertisements he receives will more than counterbalance these.

The majority of Sheffield exhibitors with whom I have discussed the innovation (writes a *Kine.* correspondent) believe that it will not prove popular with the public, although they appreciated the possibilities from an advertising standpoint.

The experiment, however, will be closely watched, and if Mr. Shaw achieves the success he anticipates, a general change from Monday to Saturday may be expected, at least so far as the first-run halls are concerned.

With second- and subsequent-run kinemas the position is different, because, even if they were inclined to make the change, they would experience difficulty in obtaining their films unless a change becomes general.

MANY BIG FILMS FROM FOX

GOOD OUTLOOK FOR NEW YORK

Walter J. Hutchinson, cabling from Hollywood to Charles H. Philipp, sales manager of Fox, states that a large number of big pictures will shortly be available, and that the whole situation looks very good.

He says that "I am Suzanne," with Lilian Harvey, has been finished and is a very big picture. Gene Raymond supports Lilian Harvey in this production, a striking feature of which is the inclusion of the Teatro del Piccoli Marionettes.

"Coming-Out Party," featuring Frances Dee, Gene Raymond, Nigel Bruce and Alison Skipworth, has just been finished. This picture, supervised by Jesse L. Lasky, looks like a very good draw. A print is due to arrive in England in January.

Janet Gaynor

Janet Gaynor's picture, "Carolina," is finished. Directed by Henry King and produced under the personal supervision of Winfield R. Sheehan, it is described by Mr. Hutchinson as possessing the epic qualities of "Cavalcade."

"Fox Follies," produced by Winfield Sheehan and starring Janet Gaynor, Lilian Harvey and practically every star under contract on the Fox lot, will be in England by February 1.

"George White's Scandals," starring Lilian Harvey, Rudy Vallee and George White himself, and De Sylva's "Bottoms Up," in which the English girl, Pat Paterson, is featured opposite Spencer Tracey, are both big stories with musical backgrounds, and will also be over here early in February.

Early Releases

The Fox chief concludes his lengthy cable with the information that "The World Moves On," "Music in the Air" and Lasky's "The Parade of the Redheads" will be available for release during the best months of 1934.

Winfield R. Sheehan, vice-president in charge of Fox production, predicts that 1934 will be a year of comedy—a laughing year. The pictures he foresees will possess clean, sparkling wit and warm "human" humour.

"Lily of Killarney"

Popular A.P.D. Theme

Jan. 5 Trade Show

Frederick White and Gilbert Church announce that the Trade show date of "Lily of Killarney" has now been fixed for Friday, January 5, at 8.45 p.m., at the Prince Edward Theatre.

H. Fowler Mear wrote the story of this musical romance, which was directed by Maurice Elvey at Twickenham Studios. The title-rôle is played by Gina Malo, who is of Irish nationality and ideally suited for the part of the pretty, but irresponsible heroine. John Garrick, the possessor of a very fine baritone voice, is a dashing hero, and Stanley Holloway makes an outstanding hit as the immortal Father O'Flynn. Other important parts are played by Leslie Perrins, Dennis Hoey, A. Bromley Davenport, Sara Allgood, and Dorothy Boyd.

Beautiful Irish settings are a notable feature of "Lily of Killarney," which will also include many popular songs, including the famous "Father O'Flynn" and several original melodies composed by W. L. Trytell.

It is confidently expected that this film will prove a popular successor to "In a Monastery Garden" and "The Lost Chord," also distributed by A.P.D.

Scenes from M-G-M's epic of the arctic waste, ESKIMO, which will shortly be Trade shown. It has an all-native cast, and was directed by W. S. Van Dyke

EGYPT'S CRITICISM OF BRITISH FILM PRODUCERS

Lack of Enterprise in Selling Methods

A MARKET DEMANDING ATTENTION

A CRITICISM of British producing companies' methods in salesmanship finds a place in the report just published by the Department of Overseas Trade on Economic Conditions in Egypt.

It would appear, says the report, that nothing effective has been done by the British studios to introduce their films into Egypt, notwithstanding the wonderful opportunity which was presented when Great Britain went off the gold standard.

The U.K. Method

The United Kingdom producing companies still maintain their attitude of insisting on outright purchase, and do not appear to be keen to compete with the American or French method of supplying features on a profit-sharing basis. This attitude may be due to lack of faith in the Egyptian market, but it is now the practice of the more important Egyptian exhibitors to visit the Continent and United Kingdom every year for the purpose of booking films, and it is suggested that if some scheme were devised whereby local exhibitors could be brought into more intimate contact with the distributing films in the United Kingdom, it is more than likely that this fear might be dispelled.

There is still a demand for good English talkies, and it is felt that the possibilities of this market, as a commercial proposition, would be well worth serious consideration. To judge from Trade reports, British films are gaining substantial ground in other countries to the disadvantage of the American product, and there, therefore, seems to be no reason why, if the same enterprise were displayed in regard to this territory, Egypt should not become an important market for the outlet of British films.

It is gratifying to be able to record that sales of United Kingdom sound equipment are beginning to develop in Egypt with satisfactory results.

Viewing Facilities

Referring to general conditions, the report continues:—

Permission was granted in January, 1933, for importers to be allowed to view films on arrival in Egyptian ports before paying Customs duties, in order to decide whether they are suitable or not for exhibition in Egypt.

It was also decided in March, 1933, to permit films required only for education purposes to be imported duty-free in accordance with the agreement drawn up by the League of Nations.

Statistics

Imports of photographic and kinematographic films and apparatus during 1931 and 1932 were as follows:—

	1932 £E	1931 £E
Films, kinema, sensitised, not exposed	4,237	2,922
Films, kinema, developed, positive.		
U.K.	2,297	2,025
France	27,029	24,286
Germany ...	6,759	3,739
U.S.A.	16,146	19,780
Other countries	3,187	3,026
	55,418	52,856
Films, kinema, talking ...	4,463	1,902
Films, sensitised, non-kinematographic	19,823	16,164
	83,941	73,844

Imports of photographic and kinematographic apparatus during 1932 and 1931:—

	1932 £E	1931 £E
Apparatus, photographic and kinematographic	13,815	15,490
Projection lanterns, without kinematograph movement	868	2,388
	14,683	17,878

Another part of the report notes that the policy of a number of the more important kinemas is to give preference to French pictures, because of language advantages, but that the highest box-office receipts are obtained by screening American and English films.

FILM ART IN VENICE

SECOND INTERNATIONAL EXHIBITION

THE International Institute of Educational Cinematography, under the auspices of the "Biennal," is organising the Second International Exhibition of Cinematograph Art in Venice in August, 1934.

Dr. Luciano de Feo, president of the Executive Committee, has just returned from Paris, where he has been attending a meeting of international film renters and producers. On his proposal, it was decided to announce a meeting, not only of producers, but also of renters, to be held during the exhibition. In this way Venice will become an important economic centre and will serve to promote the film Industry.

Many Countries Participating

The secretary of the Executive Committee has already received notice of the participation of many countries who will send their best films to be shown, for the first time, at Venice. So far, the following countries have officially entered: England, India, United States, Germany, Russia, Japan, France, Poland, Holland, Switzerland, Hungary, Austria and Czechoslovakia, and the committee is in communication with Spain and Argentine. Italy will also be represented, but first it is necessary for the Italian producers to examine the possibility of an agreement for the definite choice of the films to be shown.

It is possible that a great historic film will be among those sent by Italy. The committee has heard from London Film Productions that it will participate by sending a film interpreted by Douglas Fairbanks. This film will be shown for the very first time at Venice, and in the presence of the famous American actor. Furthermore, films of a high artistic value and of an ultra-modern character, made by independent producers who have been specially invited by the committee, will be projected.

A series of coloured animated cartoons, purposely produced for the Exhibition by the world-famous creators, Disney and Fleischer, will also be shown.

For this period the International Institute of Educational Cinematography will publish a special number of its Review in which will appear articles written by the most eminent international artistic authorities connected with the kinema, as well as a collection of photographs of the films that will be shown at the Venice Exhibition.

WIDE RANGE IN FAR EAST

Technicians Flying Trip

Colonel W. E. Dennis, of the technical staff of Western Electric, who was for some time in charge of Western Electric's branch in India, has returned there to instal the first wide-range system in that country, at the New Empire, Calcutta.

Wide-range is also being installed at the Pathé Theatre, Bombay, and the Plaza, Lucknow.

Apart from these wide-range installations, Colonel Dennis will review the Indian situation generally. He left on December 16 and, flying all the way, was scheduled to arrive on Christmas Eve. After superintending the Pathé, Bombay, installation, he will return to this country via Egypt, and after a short stay there expects to be in London about the beginning of March.

OVERSEATING IN GERMANY

Restrictions on New Kinemas

WARNING BY PRESIDENT OF FILM CHAMBER

EXHIBITORS in Great Britain upon whom has fallen the results of overseating will be interested in a speech delivered in Berlin by Herr Bertram, the new chief of the German C.E.A., which is closely associated with the Government Film Chamber.

The Problem of New Kinemas

One of the most important problems, Mr. Bertram said, was the franchising of new kinema theatres. If new kinemas were built and opened in the same way as during the past years, without restriction or justification, not only the old established houses would be carried to the brink of ruin, but the newly erected theatres as well. If it came to the question of building a new kinema the authorities would have—above all—to investigate and decide on the question of necessity and desirability.

Regulations of this sort, Mr. Bertram assured his audience, had been in practice on other fields for a long time and had proved to be very beneficial. On the field of kinema construction it would mean, that a permit for the building of a new kinema would be issued only if there were not sufficiently large kinemas in the city or the section of the city in question.

President's Speech

In dealing with the problem of a restriction of new kinemas, Dr. Scheuermann, President of the Film Chamber created by the Nazi Government, said that it would be

Louise Fazenda as The White Queen in ALICE IN WONDERLAND (Paramount)

regarded with painstaking care in the future. The rules and bylaws of the new Chamber of Culture offered certain opportunities for future restriction under the viewpoint of necessity and desirability. But this must not mean that a stagnation was to be brought about. Every new development and improvement would be and should be as welcome as before. Of primary importance was an elimination of possibilities of unhealthy competition and it was the task of special local commissions to be appointed, to see that such possibilities should not arise.

Entertainment Tax

In the matter of Entertainment Tax Dr. Scheuermann said the German Minister of Finance was fully aware of the calamitous situation of the exhibitors, but, unfortunately, it was not possible at this moment to grant an alleviation. This problem would be dealt with in connection with the entire financial reform of the German Government. In the meantime, the Chamber would keep up the fight for a reduction never forgetting the fact that an excessive entertainment tax would finally mean the death knell of the German film Industry.

Speaking of kinema patronage, he said it was up to the Film Chamber to see to it that the number of kinema patrons was properly augmented and the attention of the Minister for Public Information and Propaganda would be called to this vital question.

NO KINEMA FOR 65 MILES

CANADIAN SHOWMAN'S UNIQUE POSITION

C. A. TOWRISS, of the Capitol Cinema, Princeton, British Columbia, is in the fortunate position of having his nearest opposition 65 miles away, and is also in the position of being able to book his films on a flat rate, the average cost of his programme being $24.50 (say, £5) a week.

This is news which will arouse the envy of all British exhibitors battling, as they are, with such problems as overseating and percentages.

Mr. Towriss, who is a *Kine.* subscriber, informs us that the Capitol opens on Thursdays, Fridays and Saturdays, playing one programme a week, the films for which have to undertake a 12 hours' railway journey from the Vancouver film exchanges. There are two prices for admission—50 cents and 25 cents, say, 2s. and 1s.

It is interesting to note that "King Kong" was shown as recently as November 16, and that Mae West in "I'm No Angel" has figured in the programme.

The kinema has a fully equipped stage, and from time to time touring companies make their appearance. Patrons are drawn from Princeton's 1,500 residents and the neighbouring towns, which are referred to by the *Princeton Star* as "the rich and resourceful Tulameen and Similkamen Valleys."

Modern in Design

The Capitol is a building of modern design, which was erected in 1929, and provides seating accommodation for 326 persons. The two projectors are Powers 6A projectors, with sound heads; non-sync., with three tables; Power's rewinder, and five cabinets; and rectifier.

SPAIN'S NEW STUDIOS

Opened by President

New studios have recently been erected in Madrid by C.E.A.-Tobis (Cinematografia Espanola Americana). The President of the Spanish Republic (Señor Zamora) and other Spanish ministers, together with members of the Diplomatic Corps, were present at the opening.

President Zamora expressed his astonishment at the quality of equipment and the lay-out of the studios, and spoke of the new venture as a powerful instrument for the diffusion of Spanish culture and a means of uniting the widely scattered Spanish peoples.

The new studios which are seven kilometres from the centre of Madrid, have a floor-space of 9,000 square metres. In addition to well-equipped laboratories and workshops, there are nine dressing-rooms for stars, and further dressing-rooms for crowds, bathrooms and other apartments.

In addition to the actual studios are cutting-rooms and test theatres, and a mixing room equipped with Tobis apparatus.

No. 1 studio is 36 metres by 28 metres, and 12 metres high. Especially thick walls cut out all sound from without. A special passage surrounding a glass-walled tank will enable underwater shots to be made.

U.S. ARCHITECTURAL COMPETITION

Schemes for Re-modelling Invited

The New York and Criterion Theatres, situated on block of Broadway, 44th Street and 45th Street, are for sale. This site is being thrown on the market and the agents (J. P. Day and W. A. White and Son, N.Y.), who are handling this site, have hit upon the novel idea of offering a prize of 750.00 dollars for the best architectural scheme submitted for the remodeling of the present buildings or erecting a new structure that will pay the new owner a return in keeping with the opportunity and investment. These theatres were originally built in 1895, though they have been subject to minor alterations.

Scenes from Zane Grey's THE THUNDERING HERD, shortly to be Trade shown by Paramount

LESLIE FULLER and his Dog

THE IRRESISTIBLE LESLIE in
ANOTHER LAUGHTER HIT

Directed by
NORMAN LEE

MARSH and RALPH INCE in

"Second Sight"

with
CLAUDE HULBERT, ANTHONY BUSHELL,
JOAN GARDNER
Directed by DR. PAUL MERZBACH

WILL HAY in

THE
"SCHOOLMASTER"
FAMED COMEDIAN
in
A Screamingly
FUNNY COMEDY

Directed
by
THOMAS
BENTLEY

in PRODUCTION!

A "HAPPY" NEW YEAR AND
MANY "HAPPY" RETURNS

BIP
PICTURES ... PRE-EMINENT
WARFOUR FILMS LIMITED

.-H. INTRIGUES W. LANCS XHIBITORS

ERE REDUNDANCY BEGINS

Advertising Films

HE announcement made exclusively in last week's e. that B.T.-H. was work- on a new type of projec- apparatus is supported the statement of a mem- of the West Lancs nch that the company is using contracts for after y, 1934. There were also eresting disclosures made h regard to over-building the area.

was Mr. HARGREAVES who made the sting revelation with regard to na equipment. He had heard un- ally, he said, that B.T.-H. were try- out a new stereoscopic machine with range both for sound and projection. understood they were hoping to put the market next May at a reasonable e. "I believe it is a wonderful hine," he said.

member declared that B.T.-H. would take a contract for after May next year, here might be something in it. The irman said, as everyone was wired now, the firms would not be looking new wiring business. They had to get equipment.

undancy Menace

. SIMPSON (Ulverston), the delegate, lained that at the General Council ting it was decided to appoint a com- ee to go into this question, and, if ssary to try and get legislation to stop -building.

e CHAIRMAN, James Atroy (Lan- er), suggested that the number of nces in a town might be limited. If one wanted to put up a new building ch was better than anything else in town, they ought to have to purchase of the other kinemas to get its licence compensate the proprietors.

yed to 22s.

ne member declared that in his town, a population of 5,000, there was his kinema and another, holding just over 0 people between them. His was a most fortable place, yet in the winter he actually run a show for 22s. in the at. It was no good putting on a film run a whole week in these circum- ces.

spite of that, however, some people coming along to build a kinema seat- 1,100 or 1,600 people. Although there no population to justify a place like , they had no remedy.

r. SIMPSON suggested he should allow matter to go forward as a sort of eral case. "They can come along and olutely close you up, unless you can t out as long as they can," he said. The danger there is that the licence has n granted."

ys and Means

With regard to Mr. Atroy's comment t some benches had refused licences, observed that the average bench would do it. But if they could collect a number of cases, they might get something in the way of an instruction to magistrates. At the General Council meeting, there had been some intention of issuing a general warning to the public not to make any investments in new kinemas, owing to the parlous state of the Industry.

Already, he thought, the public were pretty well alive to this. It did not appear as if anyone was very keen about coming into the business.

Fleetwood Omissions

In the same discussion, the SECRETARY, Harry Hargreaves (Morecambe), remarked that he was surprised that the Fleetwood exhibitors had not made any further complaint about the proposed building of a floral hall by the Corporation. The branch had asked some time ago for more particulars.

Mr. ATROY said the authorities argued that if a new kinema were put up it would increase the yield of the rates. They did not seem to think that the kinema would close another place and thus lower the yield.

Sauce for the Goose

"I will not vote for it," said W. ONDA (Preston). "I was the first exhibitor in Preston, and I did not oppose anyone else. They have built up all around me.

E. ANGERS (Preston) said that magistrates could not refuse a licence if it conformed with the local regulations.

Mr. SIMPSON moved that the branch support the action of the General Council with regard to redundancy. "None of us likes to think we will be turned out of business without any compensation," he said. "It is not building we want to stop, but over-building."

The motion was carried.

Advertising Film Composition

The question of advertising films was next raised by a Preston member, who said Western Electric were making a big thing out of motoring films. The films were given in motor firms' showrooms. Western Electric had got a wonderful scheme drawn up. They were supplying projector, speaker and everything necessary to put on a complete performance.

They were not just technical films, but had stories, with some stars appearing in them.

The CHAIRMAN remarked that this was in opposition with the exhibitors. "If the Board of Trade has decided there is no such thing as non-flam. film, why does not the General Council take action?" he asked.

Mr. SIMPSON pointed out that there was no reason why people should not give six shows a year without a licence of any kind.

Bad Prints

The speaker also referred to bad prints of films. He remembered a picture which was most beautiful at a Trade show, but when the prints came they were dreadful.

It was reported that a number of Preston members had not paid their share of the solicitor's fee for the successful application for Christmas opening. Prompt payment was urged.

Mr. HARGREAVES asked that the post-cards issued in respect of the tax campaign should be returned immediately. Out of a membership of 63, only 15 had replied.

The SECRETARY also reported that Mr. Wild, a Preston member, was about to enter a sanatorium on account of bad health, and it was agreed that a letter be sent to him from the branch.

Capacity Reductions

Another Preston exhibitor said he had been requested to take out his front row of seats, which were at present 12 ft. from the screen. Another member said he had had to take out four rows at his kinema.

Mr. Whitehead was re-elected auditor for the branch.

SAFE IN PLAYING RECORDS

A HINT TO EXHIBITORS

(Continued from page 12)

otography, whether a copy was a duped py.

Exhibitors who thought they had a duped py should send any complaint they had arding it to the secretary, giving par- ulars of the film and the name of the ter.

A member pointed out that a duped copy uld be told by the fact that all the shadows me out very heavy. He could always tell hen he had a duped copy.

Mr. WREN said that reports of films reened at Trade shows were very mislead- to an exhibitor, who might read that the tography was good, and when he came to the film in the duped copy he found it was not good at all.

d Transport Contract

nsideration of a contract which members e asked to sign by the road film trans- rt company caused some discussion on he position in the future of road transport.

A deputation, consisting of the chairman, ecretary and Mr. Rees, was appointed to it on the road transport company and tain some understanding regarding the ause in question, and also about the ques- on of the insurance policy. Members ould be informed of the result of the inter- ew immediately, and if it was satisfactory ey would be advised to sign the contract.

ilm Rentals

It was decided to call a special meeting of mall exhibitors to discuss the question of lm rentals, the definition of a small ex- ibitor being one who books films from any enter under the small exhibitors' terms.

ax Questionnaire

An appeal was made by GEORGE REES to hose exhibitors who have not sent in returns n connection with the Entertainment Tax o do so at once, as it was important that he committee should have these particulars s soon as possible.

G. ADAMS said the large amount of building which was going on was not helping their demand for a reduction in the tax. He did not think they could hope for any reduction so long as this amount of kinema building was proceeding.

Mr. WREN commented on the divided opinion which there appeared to be on the Tax question. One prominent member was advocating a percentage basis, and while he himself was in favour of this plan he considered it was too late to press it now. They should never swop horses when crossing a stream. Alternative suggestions should be dropped, and they should all concentrate on the original proposals.

Mr. REES (the branch convener) announced that a meeting of the area committee would be held early in the year.

The Playing of Discs

Commenting on the recent test case on the playing of gramophone records, the CHAIRMAN said as he understood it the gramophone companies were not going to take any action for the time being, not until they had issued a statement, and exhibitors would, he thought, be quite safe in playing records in the kinemas. In reply to a question by Mr. Cox, the CHAIRMAN said this applied only to kinemas, and not to cafés attached.

R. Dooner wrote, expressing his appreciation of the support which the branch had afforded in connection with his candidature for the vice-presidency.

Members were asked to note that all nominations for officers to be elected at the annual meeting next month should be in the hands of the branch secretary at least three clear days before the date of the meeting. Any person nominated should have his consent asked before his name was put forward.

Messrs. Oliver Pugsley and F. G. W. Chamberlain were reappointed auditors.

Sheffield Attack on C.E.A. General Council

Assessments and Electrical Charges Debated

THERE was a lively interlude at the monthly meeting of the Sheffield branch when Nathan Blaskey, in a lengthy speech, urged that the Central office of the C.E.A. was a waste of time and money. The recent re-assessment of halls was the subject of a long discussion, and other matters which aroused considerable controversy were suggestions from the Medical Officer of Health with regard to ventilation, and the action of the electricity committee in excluding exhibitors from the recent price reductions.

NATHAN BLASKEY asked if anything had been done about the standard contract and whether the resolution passed at the last monthly meeting of the branch urging that the General Council should draw up a contract of their own and submit it to the renters had received consideration.

The SECRETARY said that he had sent forward the resolution and probably the reason why this had not been considered was that they had not got the letter.

Mr. BLASKEY then expressed himself in very strong terms, saying that the London offices were useless and the General Council did little or nothing for the bulk of the members.

"What do we want them for?" he asked. "We should do better with a local branch doing our work for ourselves. When it comes to questions of film rentals and new contracts they do nothing at all. What have we got from London with regard to this contract? They show no initiative nor have they any constructive proposals.

"Exhibitors are the buyers, and buyers have or should have rights in any deal. If he had been a member of the General Council he would not have even considered the proposals set out in the renters' contract."

Delegates going to London was getting like a joke, and the expense of sending them mere waste of money which could be better spent in doing work waiting to be done in their own city. What was done in London was not worth what it cost.

A. R. FAVELL said he thoroughly disagreed with Mr. Blaskey. What, he asked, could Sheffield have done with regard to the P.R.S. Agreement, Entertainment Tax and the one hundred and one other national problems? He did not hold any brief for London; in fact, he admitted that they were a bit slow, but, on the other hand, they had done a lot of good work.

It was only by co-operative effort and collective action they could do anything at all. He instanced the recent reduction in Western Electric assessments as an example of this.

Electricity Charges

The SECRETARY gave a report of the sub-committee who had been dealing with the refusal of the Sheffield Electricity Committee to allow exhibitors a similar reduction to that made to all other consumers in the city. The report stressed all that had been done by the sub-committee, who regretted they had been unable to get the satisfaction they hoped and suggested that the matter should be remitted to the General Council to see whether they could give any assistance, together with a full report of what had been done locally.

Mr. BLASKEY again pointed out that there was little hope of anything being done to help at London. He said he was not angry, but he did not like this constant putting off of questions of such vital importance to them all as film rental and other problems without making a greater effort to solve them than had been done in the past.

A. R. FAVELL said he agreed it was the branch who did the bulk of the work, but unless the branches were linked together there would be little hope of success for any association.

Re-assessment Problems

The CHAIRMAN (Claud Barker) said on the question of recent re-assessments it was stated that the new list of valuations showed that many halls had been left alone, in a few cases there had been reductions, and in others increases.

The surprising fact of this was that in some cases halls which had been increased and those in which the assessment had been reduced were in the same district. Collective action, it was suggested, should be taken to deal with this problem.

It was also mentioned that in a number of cases exhibitors who had been asked to give trading accounts and balance-sheets had refused to accede to the request. The report recommended that those exhibitors whose assessment had been increased should band themselves together and appoint someone to act on their behalf first with the chief valuation officer, and, if necessary, in lodging an appeal.

The SECRETARY read a letter from E. W. P. Peall, of Gaumont-British, saying that the assessment at the Regent Picture House and Albert Hall had been increased, and they were lodging an appeal against the assessment; he suggested that others in a similar position should join in those appeals.

ISY GRAHAM said the assessments at two of the halls with which he was connected had been increased. Mr. Harrison, a co-director, and he had appealed on the grounds that the takings had been considerably reduced at the halls in question, and pointed out that whether the valuation was taken on percentage of turnover, capital cost, or a percentage on the approximate letting value of the hall the assessment was too high.

The surveyor told them that the method adopted was the usual one where exhibitors did not supply figures; that of 5 per cent. on turnover for the previous three years.

They also told the surveyor that reasons for the reduction of takings was due to the increased appeal of wireless and other forms of entertainment, and gave him figures bearing out their contention. The surveyor

Wendy Barrie, star of DIGGING DEEP (B. Lion), with True Lass, the £1,000 champion bloodhound that appears in the film

quite appreciated these contentions, and eventually after long and friendly discussion agreed to reduce the assessment.

Mr. GRAHAM did not agree with the suggestion that members should act collectively, he thought by going in a body they would be making a mistake, but if each exhibitor who felt he had cause appealed personally he was confident they would obtain a greater degree of satisfaction. If they did not obtain what they considered reasonable by this method they could afterwards take collective action. He mentioned that during their conversation they were told by the surveyor that it was customary where exhibitors would not help and were in some cases hiding something surveyors were determined to get to know the true position. He admitted, however, that they had no right to demand a statement of turnover or a balance-sheet.

SYDNEY KIRKHAM said he was fully in agreement with Mr. Graham; he felt sure that they were more likely to get a reduction if they approached the valuation officer personally rather than employed someone to act collectively on their behalf.

A. R. FAVELL said the last assessment was in 1928, and if they were able to induce the surveyor to accept a five years' average instead of two, he thought it would be beneficial.

A. R. WALKER reminded the meeting that it was important for each exhibitor to go closely into figures before lodging an appeal of any kind, otherwise he may find that the assessment was increased instead of decreased, for the Committee had the power to alter the assessment either way.

The CHAIRMAN said they were all indebted to Mr. Graham for his information. He was in full agreement with the useful advice he had given them, which was such as they could follow with great advantage.

W. T. GENT gave some figures on which exhibitors could base any appeal they desired to make.

After considerable discussion, it was decided, on the proposition of W. T. GENT, seconded by ISY GRAHAM, that each exhibitor desirous of doing so should lodge an appeal against the assessment, and first see the chief valuation officer. In the event of satisfactory agreement not being reached, collective action could be decided upon.

It was pointed out that the last day for appeals was December 25.

Maintenance Costs

A. E. FAVELL, in his commentary on the General Council meeting, said the most important point in a short meeting was the reduction in the charges of Western Electric apparatus.

Commenting on over-seating and the cutting of admission prices, he said that the suggestions made in the recent paper were in his opinion quite impracticable. Even if they bought out a hall or paid compensation they had no guarantee of getting a monopoly.

A. R. SHEPHERD: Did they tell you how to stop the building of redundant halls?

Mr. FAVELL: There was some discussion on that, but the only way seemed to be to educate the public against putting up money for redundant schemes.

Independent Plant

A discussion as to the advisability of exhibitors installing a plant of their own to make electricity as a method of bringing before the electricity committee the right of exhibitors for consideration brought to a close a long meeting. No action was taken in this direction.

The meeting was held at the Grand Hotel, Sheffield, on Wednesday evening, and there was an unusually large attendance. CLAUD BARKER presided, supported by Sydney Kirkham, vice-chairman, T. F. McDonald, treasurer, A. R. Favell, delegate, and the secretary, Arnold R. Favell.

New Films at a Glance

Title and Renter.	R.T and Certificate.	Stars.	Remarks.	Box-Office Angle.
Fugitive, The (Pathe)—American.	56 min. (U)	Rex Bell, Cecilia Parker.	Western drama, fashioned in a familiar but popular mould. Action brisk, backgrounds refreshing, and acting vigorous.	Safe booking of its type. Good for children.
Hoop-La (Fox)—American.	76 min. (A)	Clara Bow, Richard Cromwell, Preston Foster.	Strong emotional drama, with a fascinating side show background, adapted from the play and silent success, "The Barker." Characteristic performance in the undress by Clara Bow, good support, and straightforward treatment.	Good entertainment for the masses, with box-office star. Unsuitable for children.
Olsen's Big Moment (Fox)—American.	67 min. (A)	El Brendel, Walter Catlett, Barbara Weeks.	Comedy extravaganza, with a spirited gangster element. Story preposterous, but made amusing by the well contrasting team work of Brendel and Catlett. Staging very good.	Good comedy booking for the masses. Suitable for juvenile audiences.
Rainbow Over Broadway (G.-B. Dis.)—American.	74 min. (U)	Joan Marsh, Grace Hayes, Lucien Littlefield.	Musical romantic comedy, with an unusual, but human and popular story. Good acting by sound cast, effective presentation, pleasing love interest and good tunes.	Good popular entertainment. Suitable for juveniles.
Rainbow Ranch (Pathe)—American.	53 min. (U)	Rex Bell, Cecilia Parker.	Western drama, slightly off the beaten track, story good, thrills well timed, and love interest popular.	Useful second feature for popular and industrial audiences. Good juvenile entertainment.
Ranger's Code (Pathe)—American.	52 min. (U)	Bob Steele, Doris Hill.	Fast moving Western drama, simple stuff, with popular action and thrills. Backgrounds refreshing and fights well timed.	Useful supporting feature for the masses. Good stuff for juveniles.
Riders of Destiny (Pathe)—American.	53 min. (U)	John Wayne, Cecilia Parker.	Outdoor drama, particularly well mounted, and characterised. Situations good, sentiments clean, and production qualities first rate.	Good Western booking for most halls. Admirably suitable for children.
***Silver Spoon, The** (Warner)—British.	64 min. (A)	Ian Hunter, Gary Marsh, Binnie Barnes.	Very moderate comedy drama, which fails to take advantage of its quixotic theme. Staging adequate, and characterisation fair in the circumstances.	Fair average quota booking for small halls. Harmless for juveniles.
Thundering Herd, The (Paramount)—American.	56 min. (U)	Randolph Scott, Judith Allen, Harry Carey.	Capital Zane Grey Western, with a good story, and spectacular thrills. Good work by strong cast, and excellent atmosphere.	Good popular entertainment. Capital stuff for children.
***Turkey Time** (G.-B. Dis.)—British.	70 min. (A)	Tom Walls, Ralph Lynn, Dorothy Hyson.	Hilarious farcical comedy, a side-splitting adaptation of the Ben Travers Aldwych success. Great work by co-stars, excellent support, and effective presentation.	Excellent light booking for all classes. A real box-office proposition. Safe for children.

* A British Picture.

REVIEWS FOR SHOWMEN

Turkey Time

G.-B. Dis. British (A). Directed by Tom Walls. Featuring Ralph Lynn, Tom Walls and Dorothy Hyson. 6,600 *feet. Released April* 16, 1934.

HILARIOUS farcical comedy, fashioned in the familiar, but popular, Aldwych mould, which opens in good style and maintains a rattling pace to the end. The side-splitting complications and compromising situations are deftly handled by the old firm, Tom Walls and Ralph Lynn, and the support is first rate.

Presentation, too, is excellent, and admirably suggests the festive spirit indicated by the title. Great stuff, constituting a comedy booking for all classes with a good title and stars of proved box-office worth.

Story.—Two cousins, Max, a tough guy from abroad, and David, a harmless asinine gentleman, staying with their straight-laced relation, Edwin, and his soured wife, take an interest in Rose, an attractive young girl, victim of the unwelcome attentions of the manager of a derelict concern to which she belongs.

Their efforts to protect her cause them and Edwin to be innocently compromised, and shake up the serenity of his sanctimonious home before romance clears away misunderstanding.

Acting.—Tom Walls is in great form as the hard-boiled Max, and Ralph Lynn has never been seen to better advantage as the simple David. In fact, the popular comedy team excels itself.

Robertson Hare is immense as the timid Edwin, and Mary Brough, Dorothy Hyson, and Clarke Smith, to mention a few of the well-known supporting players, all do sterling work.

Production.—This lively piece of festive fooling, cleverly adapted from Ben Travers' Aldwych success, and brilliantly amplified for screen purposes in the process, is good, honest fun from the first foot till the last.

The complications that visit the development are turned into side-splitting entertainment by the excellent cast, while a bright suggestion of sex gives harmless spice to every situation. The love interest, although unobtrusive, also plays an important part in the treatment, and gives the necessary point to the boisterous ending.

Settings and Photography.—The interiors are well contrasted, the spirit of Christmas envelops the picturesque, snow-covered exteriors, while the production generally is marked by sound showmanship. Lighting and photography are very good.

Points of Appeal.—Good title, box-office cast, bright story, clean fun, good gags, lively repartee, and excellent production qualities.

Thundering Herd

Paramount. American (U). Directed by Henry Hathaway. Featuring Randolph Scott, Judith Allen and Buster Crabbe. 5,167 *feet. Release date not fixed.*

CAPITAL Zane Grey Western, with a good story, first-rate cast, spacious atmosphere, and spectacular thrills. The story is a trifle transparent, but it is handled and treated with a dramatic skill which compels interest and makes for rousing outdoor entertainment.

Particularly good attraction of its type, and ideal family hall fare.

Story.—Tom Doane, a mail-post driver in the buffalo country, is in love with Milly Fayre, the step-daughter of Randall Jett, a crook who is high-jacking hides.

The evening before their wedding Jett, who covets Millie, kidnaps her and rides up country. Tom joins Joe Billings' train, follows them, and after many exciting encounters with crooks and hostile Indians rescues her and finds belated happiness.

Acting.—Randolph Scott makes a first-rate hero as Tom; Judith Allen, although a trifle modern in her attire, is an attractive Millie, Noah Beery is a first-class villain as Jett, and Buster Crabbe, Monte Blue, Blanche Friderici and Harry Carey all represent good types in support.

Production.—The hazardous trafficking in buffalo hides, an important industry of the middle of last century, gives the melodramatic story good background and paves the way to a swift succession of spectacular thrills of the ever-popular cowboy-Indian variety.

The theme reveals all the cunning skill of Zane Grey at his best, and carries with it the hearty entertainment which makes a direct appeal to the emotions of the masses. The production, too, is marked by characteristic Paramount thoroughness, and the atmosphere is true to period.

Settings and Photography.—The thrills of buffalo hunting are admirably depicted, the primitive methods employed in the hide industry of the period are illuminating, while the fights, particularly the ambushing of hostile Indians, provide the necessary modicum of spectacle.

Lighting and photography are very good.

Points of Appeal.—Clean, vigorous entertainment, healthy outdoor atmosphere, lively drama, pleasing romance, and spectacular treatment.

Hoop-La

Fox. American (A). Directed by Frank Lloyd. Featuring Clara Bow, Preston Foster and Richard Cromwell. 6,961 *feet. Release date not fixed.*

STRONG romantic drama, approached from a new emotional angle and unfolded against fascinating fun-fair backgrounds, a screen version of the successful play "The Barker."

Thematic equilibrium is not always too faithfully preserved, but the compelling power of the subject, plus a vital and characteristic performance in the undress by Clara Bow, nevertheless, results in vigorous entertainment skilfully attuned to the tastes of the masses. Good popular booking with box-office star.

Story.—Nifty, a barker at a fun fair, breaks with his mistress, Carrie, to avoid embarrassment on the unexpected arrival of his only son, Chris, who has deserted his law study at the call of the circus.

Carrie, in her jealousy, pays Lou, a dancer, to vamp Chris, but she falls for him, and he for her, and they marry. Nifty, heartbroken, leaves them to their own resources, expecting the worst, but Lou turns out trumps and sees that Chris returns to his law studies as his father had originally intended.

Acting.—Clara Bow puts a fair amount of feeling into her portrayal as Lou, and certainly looks the part, but is not quite convincing in her suggestion of the reformation.

Preston Foster acts with sound restraint as Nifty, Richard Cromwell makes a youthful, emotional Chris, and Minna Gombell is good as Carrie.

Production.—The clash between the father and the dancer for the complete possession of the youth is, at times, rather loosely suggested, but the crux of the situation nevertheless receives sufficient recognition for the dramatic situations to be given point.

The development is brisk, and the climax is as satisfying as it is emotionally correct. The fun-fair backgrounds are obviously the real thing, and the colour introduced into the atmosphere certainly adds to the effectiveness of the picture as a whole.

Settings and Photography.—The fun-fair life, with its rigours and ups and downs, is mirrored in fascinating detail, while the camera work is first class.

Points of Appeal.—Box-office star, good story, emotional and feminine appeal, excellent atmosphere, and slick treatment.

Rainbow Over Broadway

G.-B. Dis. American (U). Directed by Richard Thorpe. Featuring Joan Marsh, Grace Hayes and Lucien Littlefield. 6,800 *feet. Release date not fixed.*

MUSICAL romantic comedy, a bright and amusing story of a vaudeville star who makes a come-back in cabaret and puts her family on its feet. The theme is not entirely convincing, but such is the cleverness of the characterisation and lavishness and fascination of the backgrounds, most of which are accompanied by tuneful music, that the subject is nevertheless turned into good entertainment of a definitely popular character.

Story.—Judy Chibbins and her brother Bob are vocalists in a music store and are also jazz composers ambitious to win fame. Don Hayes, a dance band leader who knew Judy as a child, is to put on a cabaret show in New York. He visits the Chibbins home to hear Bob's new numbers, but is impressed by Trixie Valleron, an old vaudeville artist, the second wife of Timothy, the youngster's father.

She leads the family a terrible existence and accepts an offer by Don to appear in a fashionable Broadway cabaret. After scenes of by-play with Trixie having a fight with an old colleague, she arrives in time to open the show, and unknowingly singing songs written by Judy and Bob, is a success. A theatre manager engages the youngsters to write a new musical show, and Judy finds romance with Don.

Acting.—Joan Marsh is a natural and pleasant Judy, Lucien Littlefield provides a gem of a characterisation as Timothy, Frankie Albertson is good as Don, and Grace Hayes is clever as the seasoned trouper, Trixie.

Production.—The friction which exists between Trixie and her step-children is made the subject of good drama, tempered with human interest, while the manner in which she re-establishes herself in the show business and brings success to the young song writers is productive of sound contrasting humour.

The production of the whole is good, the domestic scenes being homely, while the cabaret incidents, embellished with musical items, strike a colourful spectacular note. The picture is, in fact, a sound job of work, slightly off the beaten track, safely designed for the enjoyment of the masses.

Settings and Photography.—The dressing of the cabaret sequences is delightful, and the camera work at all times is satisfactory. The music, too, is tuneful.

Points of Appeal.—Neat story, clever characterisation by experienced cast, popular treatment, good comedy and drama, artistic staging, and pleasing tunes.

Ranger's Code

Pathé. American (Monogram) (U). Directed by Robert Bradbury. Featuring Bob Steele and Doris Hill. 4,754 *feet. Release date not fixed.*

FAST-MOVING Western with plenty of action and thrills, developed on conventional lines of such pictures. Good story of Texas Ranger who enforces the law. Fine open-air settings and speed make it a safe booking for popular audiences.

Story.—Bob Baxter, of the Rangers, deputises for his father to prevent a lynching of cattle thieves captured by a Sheriff's posse. He has to release them to escape a mob, but does not know that one of them is Danny Clayton, brother of Mary, with whom he is in love. Bob captures Danny and a killer named Nat, but the trio are trapped by the gang.

They shoot it out and Nat is badly wounded. Bob, after getting the two into a cabin, rides for help. After being besieged in the cabin, Nat redeems himself by killing the gang leader as he dies. The Sheriff's men arrive and rescue the party, and Danny's innocence is proved, while Bob and Mary ride away together.

Acting.—Bob Steele is up to his usual standard of good and convincing portrayal, Doris Hill is adequate, while Ernie Adams as Nat shines in the best piece of characterisation in the film. The rest of the cast are good.

Production.—Robert Bradbury has directed well, and the recording, especially of open-air scenes, is above the average. The film is well edited and moves rapidly. The outdoor scenes are made in beautiful scenery, and a feature is the fine all-round horsemanship.

Settings and Photography.—Interior settings are genuine in Western atmosphere, but photography throughout is poor.

Points of Appeal.—Wholesome open-air settings, thrilling action, and absence of slop in the romantic sequences.

The Silver Spoon

Warner. British (A). Directed by George King. Featuring Ian Hunter, Gary Marsh and Binnie Barnes. 5,874 *feet. Release date not fixed.*

THIS British picture, the theme of which is quixotic, has quite a good central idea, but unfortunately no great imagination is brought to bear in its exploitation. The producer fails to avoid the obvious and denies many of the situations that light subtle touch so essential to entertainment of this character. Its comedy angles may, however, get it by for quota purposes in the smaller halls.

Story.—Captain Watts Winyard and the Hon. Roland Stone, both victims of the depression and the same woman's wiles, break into the palatial home of Lord Perivale and see him murdered in mysterious circumstances. Lady Perivale happens to be the woman whom Watts Winyard and Stone had loved, and they, thinking that she had shot her husband, attempt to shield her. She, however, uses them to float a financial venture, and then leaves them flat and with no alternative than to return to the road.

Acting.—Ian Hunter and Garry Marsh are Watts Winyard and Roland Stone respectively, but hard as they try they fail to invest their parts with conviction or interpret them in the right spirit. Binnie Barnes is not in her happiest mood as Lady Perivale, and the support is commonplace.

Production.—The subject is essentially fantastic and needs airy, subtle handling. Robbed of treatment it demands it quickly degenerates into very ordinary comedy, the humour of which is addressed to the unsophisticated.

Settings and Photography.—The riverside shots are rather good, the interiors seem to have been seen before, lighting and photography are adequate.

Points of Appeal.—Simple humour, useful cast, convenient length, and quota angle.

(Continued on page 21)

Radio
PICTURES

MARY CLARE
GEORGE CARNEY
FLORRIE FORD
CHARLES COBORN

A SYMPHON
LONDON

SAY IT WITH

THE SIMP LE S
OF SIMP LE S

e Edward The atre

BEN FIELD
MARK DALY
TOM COSTELLO
MARIE KENDALL

PHONY OF
OON LIFE

TH FLOWERS

MP LE STORY
MP LE SOULS

he atre, Mon.,

THE RIGHT to

ROMANCE

ANN HARDING

ROBERT YOUNG

SEALED

D LIPS
Radio

Chance at Heaven

The BLACK ABBOT

RIVER WOLVES

tinued from page 20)

Riders of Destiny

American (U). Directed by R. N. Bradbury. ring John Wayne and Cecilia Parker. 4,754 feet. Release date not fixed.

VENTIONAL Western drama, the wholesome, popular ntertainment of which lies in the honesty of the indi- characterisation, the dexterity displayed in the treat- nd the authenticity of the backgrounds hing new is revealed, but the familiar ingredients are with an art which makes a re-visitation of the theme ne.

outdoor attraction for popular and family audiences. y.—Sandy Saunders, a young Westerner, drifts into a own at a time when the ranchers are being victimised ncaird, a crook who has gained a monopoly of the supply.

contrives a plan to circumvent Kincaird, and after its ful application it is revealed that Saunders is a ment agent.

reward of his endeavours is the love of Fay Denton, er of one of Kincaird's intended victims.

g.—John Wayne displays likeable virility as Sandy, Parker is adequate as Fay, and Forrest Taylor is a illain. All the supporting rôles are filled by experienced

nction.—The story of this Western is familiar, but such soundness of the treatment that unexpected twists are into its development. Virile drama is tempered with g romance, and capital thrills visit the concluding s. The climax is particularly good.

gs and Photography.—The outdoor scenery is impres- hile the manner in which the hero circumvents the by opening up the water supply is handled with a ion of the spectacular. Lighting and photography isfactory.

s of Appeal.—Refreshing story, strong cast, slick ment, good drama, pleasing sentiment, and authentic here.

Olsen's Big Moment

American (A). Directed by Malcolm St. Clair. ing El Brendel, Walter Catlett and Barbara Weeks. 6,099 feet. Release date not fixed.

EDY extravaganza, the preposterous story of which turned into popular entertainment through the team work of El Brendel and Walter Catlett. There ight tendency to protract the proceedings, but apart is the film represents lively entertainment of its type s all the earmarks of a successful light booking. The staging is particularly good, and the gags follow through effectively. Safe comedy bet for popular and industrial audiences.

Story.—Robert Brewster, a wealthy drunkard, is due to marry Jane Van Allen, who in turn is loved by Harry Smith, an excitable, penniless youth, but gets involved with a gangster who demands that he marries his sister.

Knute Olsen, a simple hotel janitor, is swept into the controversy, and the manner in which he extricates Robert from his predicament, saves the wedding presents from the gangsters, and sees that Harry and Jane meet at the altar, provides the irresponsible entertainment.

Acting.—El Brendel is exceedingly well cast as the simple Olsen, and Walter Catlett's particular brand of alcoholic humour makes him an excellent foil as Brewster. Barbara Weeks is a pretty Jane, and Susan Fleming, John Arledge, Maidel Turner and Joseph Sauers all put their weight in support.

Production.—Here is a piece of wildly incredible fooling turned into good fun by the tireless antics of the effectively contrasted co-comedians.

The complexities of the plot are baffling at times, but the slapstick angle from which they are approached assures the necessary quota of laughs. The humour hangs fire a little in the middle, but towards the finish the pace is suitably accelerated and the film ends in great style.

Settings and Photography.—The hotel interiors, speakeasy sequences, and exteriors are ambitious and provide the necessary backgrounds for the fooling. Lighting and photography are very good.

Points of Appeal.—Crazy theme, correct humorous interpretation by popular comedians, bright slapstick sequences, good title, and lavish presentation.

The Fugitive

Pathé. American (U). Directed by Harry Fraser. Featuring Rex Bell and Cecilia Parker. 5,094 feet. Release date not fixed.

THIS Western drama relies on a rather old-fashioned plot for its basis, but the swiftness of its development, plus rousing fisticuffs, gives it that punch essential to a popular success. The characterisation is well up to standard, and the presentation, although not outstanding, is satisfactory. Useful booking of its type, particularly for youngsters.

Story.—Joe Keyes, a secret service agent, goes to gaol with the intention of making friends with Dutch Walton, a crook suspected of being implicated in a mail robbery.

He effects the escape of Dutch and himself, and then closely follows Dutch in Western territory until his suspicions are confirmed and the proceeds of the robbery unveiled. His success meets with the customary reward, a charming bride.

Acting.—Rex Bell has no difficulty in meeting the dramatic demands which accompany the rôle of Joe, Cecilia Parker is adequate in the small rôle of heroine, Robert Kortman is very good as Dutch, and the supporting players act with vigour.

Production.—The hazardous work of the hero is made the object of exciting drama and good suspense, while the pace at which the film unfolds helps to conceal the somewhat obvious character of the theme. Sentiment is logically worked into the narrative, and the climax carries a hearty punch.

Settings and Photography.—The gaol sequences invest the story with a new opening, the Western treatment is realistic, and lighting and photography are satisfactory.

Points of Appeal.—Lively story, refreshing naïvete of the treatment, good action, hardy team work, and convincing atmosphere.

Rainbow Ranch

Pathé. American (U). Directed by Harry Fraser. Featuring Rex Bell and Cecilia Parker. 4,800 feet. Release date not fixed.

LIVELY outdoor drama, one of convenient length, which departs a little from the conventional by introducing a spirited nautical element logically into its story. The two issues form into an exciting whole and make for sound two-feature programme entertainment for the masses.

Story.—Tex Randall, a care-free young sailor, receives a wire telling him of trouble at the home ranch, and is granted leave. He learns that his uncle has been killed in a battle over the water rights, and that Marvin Black is unquestionably the culprit, but is too cunning to be caught.

Black has Tex framed on a murder charge when he becomes too inquisitive, but he escapes with the aid of Molly Burke, daughter of one of Black's victims, and makes his way to the well, which he promptly blows up, thus freeing the water supply. Following this, Black's guilt is firmly established, and Tex and Mollie decide to ride in double harness.

Acting.—Rex Bell plays his part with cheery enthusiasm as Tex, Cecilia Parker makes quite an attractive Mollie, and Robert Kortman gives a characteristic heavy portrayal as Black. The support is sound.

Production.—The opening naval sequences are bright, and the connection between these and the actual Western episodes is smoothly carried out. The second half of the story is the more conventional, but it has that punch and action, coupled with clean romance, that are essential to popular success and provide for refreshing drama.

Settings and Photography.—A good deal of territory is covered by the narrative, but the atmosphere is always convincing. Lighting and photography are good.

Points of Appeal.—Popular story, smooth treatment, good thrills, bright comedy, pleasing romance, and adequate presentation.

SHORTS OF THE WEEK REVIEWED

D N.

R TIGER. American (U). Magic Vault Series. el. Release date not fixed.—Conventional animal pictorial record of a tiger hunt undertaken by nder Dyott. Fair average short feature.

IGHT IN THE JUNGLE. American (U). Magic Series. One reel. Release date not fixed.—A par- interesting short, which intimately reveals nature South America.

BLACK GIANT. American (U). Magic Vault One reel. Release date not fixed.—This short relies nterest on close-ups of an extinct volcano in Ecuador. erage fill-up.

Y MEN OF INDIA. American (U). Magic Vault One reel. Release date not fixed.—The subject of ort, the physical torture practised by religious , is at times a trifle revolting and is unlikely to generally.

ENTS WITH THE IMMORTALS. No. 1. British ne reel. Release date not fixed.—A picturisation of rt's "Serenade," treated with imagination. Some- little out of the ordinary.

ENTS WITH THE IMMORTALS. No. 2. British ne reel. Release date not fixed.—The best known of on's poems are made the theme of this short, which ased pictorially. Should please better-class audiences.

ENTS WITH THE IMMORTALS. No. 3. British ne reel. Release date not fixed.—A swift, but in- g, commentary, with illustrations, on the great works old masters.

HER

E'S MEMORIAL. American (U). One reel. Release fixed.—A delightful travel short, which takes for its the moving history of the Taj Mahal. The photo- is delightful and the commentary interesting. Very ll-up.

MBIA

BURY IN THE ORIENT. American (U). One Release date not fixed.—A comedy travelogue with itty commentary. Capital fill-up.

FINGERS. American (U). One reel. Release date d.—An original mystery short, constructed in a that gives the audience an opportunity to provide a . Unusual and attractive short feature.

BILLPOSTER. American (U). One reel. Release t fixed.—Krazy Kat cartoon presented on familiar, vertheless, diverting lines.

MIN' THRU THE ROSES. American (U). Featur- thur Jarrett.—Romantic comedy set to music, and ly staged. Good novelty offering.

SH FILMS

AND FOOTLIGHT FAVOURITES. British (U). el.—Poor, episodic glimpses of private lives of film ge actors and actresses having appearance of being n far-off silent days. Bad post-synchronisation and commentary.

RE IS MY WANDERING BOY TO-NIGHT? Tintypes). American (U). One reel. Release date not —A very funny resuscitated drama of the Edison 1912 which is accompanied by an excellently humorous tary. It leaves the average so-called comedy short ehind and provides about as good a programme item could wish.

RY TOON'S TOYLAND. American (U). One reel. date not fixed.—One of the best of this cartoon series e seen. It depicts Father Christmas delivering his , and is notable for a very clever caricature of a og as well as of the toys that are in Santa's parcels.

AL ENGLAND. American (U). One reel. Release t fixed.—Delightful travel short, American in origin, does full justice to the amenities of the English side. Photography very good.

IPSY FIDDLER. American (U). One reel. Release date not fixed.—A spirited Terry Toon cartoon, with exceptionally good musical accompaniment. Very good short.

FANNY IN THE LION'S DEN. American (U). One reel. Release date not fixed.—A really bright Terry Toon cartoon, which burlesques old-time melodrama. Capital fill-up.

MOVIETONE CIRCUS. 1,250 *feet. For Release at Movietone News Theatre, Shaftesbury Avenue, exclusively from December 26 to 31.*—An original and first-class short of circus acts compered by a clown (Alec Finter) in genuine settings. Grock appears and there are thrilling turns of elephants, lions, trapeze artists and all the happy trappings of a circus. An excellent topical picture. It is to be regretted that it is not for release generally, especially when exhibitors might welcome at this season any feature of great juvenile appeal.

HOOK AND LADDER. American (U). One reel. Release date not fixed.—Terry Toon cartoon with bright gags and clever vocal and musical accompaniment. Very good fill-up.

SLANDER'S TONGUE. American (U). One reel. Release date not fixed.—An exceedingly funny Tin Type novelty in which an early Edison melodrama is resuscitated and accompanied by laughable commentary.

M-G-M

MUSH AND MILK. American (U). Featuring Our Gang. 1,625 *feet. Release date not fixed.*—A bright juvenile comedy dealing with the lively antics and misadventures of truculent school children. Safe short for the masses.

MIDSUMMER MUSH. American (U). Featuring Charley Chase. 1,846 *feet. Release date not fixed.*—A lively comedy absurdity concerned with the adventures of a scout who is inveigled into camp life by a girl. The slapstick gags are amusing and are well put over. Safe comedy bet anywhere.

THIS GOLF GAME. British (U). 827 *feet. Release date not fixed.*—This golf short takes for its subject the importance of stance, demonstration of which are given by the well-known professional, Percy Allis. The Moor Park Golf Club backgrounds are most refreshing.

BACK TO NATURE. American (U). Featuring Thelma Todd. 1,745 *feet. Release date not fixed.*—A comedy of camping life, the obvious humorous angles of which are turned to hilarious account. Very good comedy for the masses.

WILD POSIES. American (U). Featuring Our Gang. 1,660 *feet. Release date not fixed.*—This band of clever juveniles, together with the experienced and resourceful Franklyn Pangbourne, turn this comedy, which deals with fun at the photographer's, into side-splitting diversion.

SCOTLAND THE BONNY. American (U). One reel. Release date not fixed.—The beauty spots and the many places of historical interest with which Scotland abounds are treated interestingly and entertainingly in this fascinating short.

PARAMOUNT

WHEN YUBA PLAYS THE RUMBA ON THE TUBA. American (U). 669 *feet. Released April 30, 1933.*—Particularly good song cartoon featuring the famous Mills Brothers. Very good fill-up.

PATHE

BREWSTER'S MAGIC. British (U). One reel. Release date not fixed.—Particularly interesting nature short dealing with the constituents of good British beer. Very good short.

FIT TO BOIL. British (U). One reel. Release date not fixed.—This nature short takes for its subject the cultivation of the potato and illustrates it brilliantly. Very good fill-up.

RADIO

QUIET PLEASE. American (U). Featuring Edgar Kennedy. Two reels. Release date not fixed.—A new départure in domestic comedies, which has a good story, the humour of which is amply exploited by the star, and good supporting team. Good comedy booking.

ROUGH ON RATS. American (U). One reel. Release date not fixed.— An Æsop sound cartoon, a trifle vague in theme, but embellished with bright gags.

UNIVERSAL

SAILORS TAKE CARE. British (U). 1,623 *feet. Release date not fixed.*—Conventional slapstick comedy, which draws its thin humour from mix-ups caused by two friendly sailors falling in love with twins. Moderate short feature.

OUT OF GAS. American (U). Featuring Louise Fazenda. 1,872 *feet. Release date not fixed.*—Laughable comedy, not new in story values, but made amusing by the resourcefulness and cleverness of Louise Fazenda and the experienced players who give her support. Safe comedy bet for the masses.

THE ZOO (Oswald Cartoon). American (U). One reel. Released immediately.—The lucky rabbit pays out a vindictive Zoo keeper in a highly amusing series of adventures. In one of these a bear loses his coat in a flash by moths and assumes a fur coat by drinking hairwash. Action well synchronised, lively throughout and ingenious. Good in any programme.

WARDOUR

AN OREGON CAMERA HUNT. American (U). One reel. Release date not fixed.—An interesting and amusing nature short set in authentic surroundings. The commentary is good and the photography excellent.

WARNER

THE TUNE DETECTIVE. American (U). One reel. Release date not fixed.—A good novelty short which compares the music of yesterday with the red-hot rhythm of to-day. Most acceptable fill-up.

HOW D'YA LIKE THAT? American (A). Featuring Charles Judels. Two reels. Release date not fixed.—A very ordinary nautical comedy which relies on familiar slapstick situations for its humour. Moderate short.

HEARTS OF PARIS. American (U). One reel. Release date not fixed.—An excellent interest short, effectively presented, which advertises the nocturnal delights of the Gay City.

GIRL TROUBLE. American (U). Two reels. Release date not fixed.—A bright and diverting comedy with music, presented in Technicolor, in which is introduced clever dance ensembles and hilarious slapstick.

MILLS' BLUE RHYTHM BAND. American (U). One reel. Release date not fixed.—A hot rhythm negro band number, excellently staged. Good fill-up for the masses.

A DAY WITH DICK POWELL. American (U). One reel. Release date not fixed.—An entertaining trailer for "Footlight Parade," subtly disguised as a short. A capital fill-up for halls playing the film it so brightly boosts.

KINEMATOGRAPH YEAR BOOK 1934

The Trade's one and only guide to every sphere of the Kinema Industry.

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Architect's drawing of the new Playhouse, Stornoway, which is expected to be ready for opening about the middle of January

PLAYHOUSE, STORNOWAY

Ready for Opening Next Month

ATTRACTIVE BUILDING SEATING 950

IT is expected that the new Playhouse at present in course of construction in Stornoway, Lewis, in the Hebrides, will open about the middle of January. When the new theatre opens, the old Lewis P.H., which has been bought on behalf of the company, will be closed.

Modern Exterior

With a seating capacity of 950, the Playhouse, which occupies a central position on the corner of Kenneth Street and South Beach Street, is an attractive and modern house. The facade, which rises in a series of steps, is finished in imitation stone, and the entrance doors are framed by a broad decorative border of terrazzo and on each side are flanked by a shop. Above the entrance doors there are two small square turrets topped by a lantern and joined by an ornamental metal railing. The forward wall of the auditorium is stepped far back above the entrance and shops and from it projects the square shape of the operating-box, which is also finished in imitation stone, the auditorium wall being roughcast. The face of the operating-box is broken by a broad decorative moulding around the top and also by attractively designed windows. Two flagstaffs are placed high up on the facade and a neon sign will also be installed.

Novel Balcony Feature

There is a spacious vestibule, in the centre of which is placed the pay-box, and a broad stairway leads to the balcony. From either side passages set at an angle give entrance to the area. In the auditorium all the seats are on the one floor, the section corresponding to the balcony being raised only a few feet from the level of the area. As originally planned, the seating accommodation was about 1,100, but this has been reduced to 950, about 330 in the balcony and 620 in the area, so that comfortable spacing of the seats has been provided.

In the decorative scheme of the Playhouse there are no unusual features, the sidewalls being divided into large panels, each bearing an ornamental design and the lay-out of the proscenium follows normal lines.

The theatre has been equipped for all types of entertainments. Ample stage room has been provided, and the screen may be moved back to the rear wall and the horns removed, thus allowing a stage depth of about 14 ft. The throw is 128 ft. and the proscenium opening 30 ft. RCA high-fidelity sound will be installed.

NEW SHEFFIELD SUPER

Local Business Man's Project

Some months ago Thomas Wade, a well-known South Yorkshire exhibitor, intimated his intention of building a new super-kinema, but declined to say where this was to be built. There was much speculation among exhibitors, but no more information has been forthcoming.

It is now stated that J. Hyams, a well-known Sheffield business man, is to build a super-kinema, and that an exhibitor associated with two other Sheffield kinemas is interested in the project. Inquiries by a *Kine.* correspondent bring neither confirmation nor denial of the statement, but generally it is believed this will go forward.

A concert was given at the Empire, Rotherham, last Sunday in aid of the local Boots for Bairns Fund.

SHEFFIELD INNOVATION

Sheffield exhibitors as usual showed considerable ingenuity in decorating their halls for Christmas. Many of the schemes, in addition to marking the festive season, were carried out on most artistic lines.

Although the Cinema House and Electra Palace, two central kinemas, were open for the first time for many years on Christmas Day, seven kinemas maintained the custom of giving the staff holiday on Christmas Day.

GLASGOW KINEMA SUNDAY

Magistrates Grant Permission for Opening in February

ANNUAL EFFORT FOR BENEVOLENT FUND

AT Wednesday's meeting of the Scottish branch C.E.A., Thos. Ormiston, who is also chairman of the Scottish Cinema Trade Benevolent Fund, made the announcement that the Glasgow Magistrates had unanimously agreed to give permission to hold Cinema Sunday in Glasgow on the Sundays during February.

The Lord's Day Observance Association had requested the magistrates to receive a deputation against the application being granted, but the magistrates unanimously agreed not to receive the deputation and unanimously granted the application.

Since the introduction of Cinema Sunday in Glasgow eight or nine years ago, the magnificent sum of nearly £30,000 has been raised, £22,184 of which has been allocated to the Glasgow hospitals and charitable institutions, the remainder being available for the Scottish Cinema Trade Benevolent Fund, and being its main support each year.

This is a record of which Tommy Ormiston and his committee are proud, and with the tide of prosperity on the turn, it is hoped that the 1934 effort will surpass that of previous years. Last year nearly £3,000 was received.

A.A. Weather Reports

At Wednesday's meeting of the Scottish branch C.E.A., it was announced that the executive had agreed, subject to each proprietor acquiescing, to allow the A.A. to put weather reports on exhibition in the vestibules of kinemas throughout Glasgow. Mr. Pickard asked the necessity for this, and Mr. Ormiston pointed out that this information should be very valuable both to exhibitor and his patron.

At the same meeting, much enthusiasm and satisfaction was expressed at Mr. Ormiston's announcement of the arrangements made with the Scottish office in connection with the exhibition of films, referred to in full in our report of the meeting.

So many churches throughout Scotland have closed in recent years, and later been converted into kinemas, that it is interesting to record that the reverse has happened at Shotts in Lanarkshire. The Pavilion, which has been closed for some time, has been acquired by the local Baptist Church and will be turned into a place of worship.

Glasgow Hall Changes Hands

D. Campbell, who built and owns the Mosspark Picture House, Glasgow, has, we understand, sold the theatre to P. Crerar, the well-known exhibitor of Auchterarder, Dunfermline, etc., who will take over the house as from January 1.

Mr. Campbell we believe is contemplating entering into another branch of the kinema Industry, but his plans are not yet complete.

Perth's Latest

The new kinema—the Playhouse, Perth—was formally opened last Thursday afternoon. Built by the same company as recently opened the Kelburne, Paisley, the new house is, as is to be expected, replete with all the latest modern ideas, and adds another to the fine chain of beautiful kinemas of this company.

A way out is being explored of the problem presented by the schemes to erect two new kinemas in Paisley within a hundred yards of each other.

It will be remembered that recently at the Glasgow Dean of Guild Court the plans were passed by two different companies for the erection of super kinemas in the Paisley Road district, of Glasgow. We learn now that there is a possibility, however, that one of these will not be proceeded with, and both companies will merge to build only one house.

Big Children's Treats

Last Saturday morning in the Picture House, Sauchiehall Street, Glasgow, the first of two Christmas treats for the poor children of Glasgow was given. Charles Ross and his committee were able to entertain 2,000 kiddies, from funds raised by a Sunday evening entertainment with a splendid picture programme, "goodies," and toys. A further 2,000 were entertained on Tuesday morning.

At Paisley, "Uncle Walter" Hinks, at the Alex on Christmas Day entertained 1,000 children of the unemployed in Paisley, along with a number of old people from the Craw Road Institution. A magnificent Christmas tree decorated the entrance hall, all ablaze with fairy lights, and each kiddie at the show received a toy from the hands of Father Christmas.

Radio's Big Batch

Joe Marks, of Radio Pictures, Glasgow, advises us of the following Trade shows during January:—Glasgow: Picture House, "Chance of Heaven," January 16; Regal, "Say It With Flowers," January 17; La Scala, "Black Abbot," January 18; Regal, "After To-night," January 19; Picture House, "Little Women," January 23; Regal, "Lion and the Lamb," January 24; La Scala, "Right to Romance," January 25.

R. Williamson's Tax Campaign

Richard Williamson, of the Park Cinema, Dennistoun, Glasgow, is again featuring in the Glasgow local newspaper on the question of increase of rates and taxes in Glasgow.

Mr. Williamson did a tremendous amount of good work during the war on behalf of the soldiers' wives and widows, and he says that if he were fifteen years younger he would again rouse the whole city, as he did then.

His latest campaign takes the form of protests to the Press, which he has had printed as a throwaway, on the reverse of which is an announcement of the current programme at the Park.

Renting Changes

P. Ellis, who has lately been representing Sterling in Scotland, has now taken over the Scottish branch managership of A.B.F.D., with an office at 114, Union Street, Glasgow. He has also added Mr. McGinniss, late of Gaumont, to his outdoor staff. George Park, late of Gaumont, has joined the Pathé Glasgow outdoor staff.

Scenes from LILY OF KILLARNEY, which A.P.D. will Trade show at the Prince Edward Theatre on Friday, Jan. 5. This musical romance of the Emerald Isle is a Julius Hagen production featuring John Garrick, Stanley Holloway, Leslie Perrins and Sara Allgood. Maurice Elvey directed

THE BIG LONDON RELEASE OF THE YEAR

"LOVE, LIFE & LAUGHTER"

APRIL 23RD 1934

A lot
with
11th, at 8.45 p.m.
ONLY

K.R.S. FIRM ON 25 PER CENT.

Ruling for Charity Performances

BAR ON EXHIBITORS

A NUMBER of important decisions and rulings were made at the Council meeting of the Kinematograph Renters' Society on December 19.

Charity Percentages

A definite ruling was made that the percentage to be deducted from the profits of any charity entertainment where films were loaned should be 25 per cent., and not 20 per cent., *or* 25 per cent., as was originally suggested.

Price of Film Raw Stock

The president reported the discussions that had taken place between a committee of the society and certain of the raw stock manufacturers when representations were made by the renters that now that the disparity between the dollar and the pound had been eliminated, it was felt that a reduction in the price should be granted. The president reported that as a result of the negotiations it was anticipated that a reduction would be granted.

Irish Labour Troubles

A report of the negotiations between the Advisory Committee of the K.R.S. and the Irish Transport and General Workers' Union was submitted, together with details of the proposed agreement between the parties which would govern the wages and working conditions of despatch clerks, male and boy messengers and female film repairers. Subject to the clarification and safeguarding of certain points the Council approved the conclusion of an agreement such as had been tentatively agreed upon locally.

Barring Clauses

Letters were considered from several exhibitors, complaining of the extension of barring clauses and barring periods, and the Council agreed to investigate the complaints in order to see if any satisfactory solution of the difficulties outlined could be achieved.

J.I.C. Report

A report of the last two meetings of the Joint Investigation Committee was submitted, as a result of which eight exhibitors were barred, whilst the bar was lifted from four exhibitors, two of whom were given another chance, and in two other cases the services had been dispensed with of the persons, who were holding high positions, and who were responsible for the defalcations. In one other case the Council approved the submission of the papers to the appropriate authorities.

Notice of resignation from membership was given by National Distributors, Ltd., the resignation being accepted as and from December 31.

Film Institute Advisory Committee

Sir Gordon Craig and Captain Paul Kimberley were appointed to represent the society on the Advisory Committee that was being set up by the Institute.

G.-B.E.'s TALKIE LESSON FOR SCHOOLBOYS

THEATRE 35 & 16 mm. OUTFITS AT WHITE CITY

G.-B. Equipments, Ltd., are widely represented at this year's Schoolboys' Own Exhibition, which opened at the White City on Thursday. Their activities embrace a large theatre, equipped with a standard projector—named the Gaumont-British Schoolboys' Own Theatre; a complete miniature demonstration theatre for their 16 mm. "suitcase" talkie sets; and an installation throughout White City on public address apparatus.

No less than 36 loudspeakers will be used in conjunction with the public address equipment, the microphone control station of which will adjoin the miniature 16 mm. theatre, and will have plate glass walls, in order that visitors may view the apparatus in opetation.

Essay Competition

A novel essay competition is being run by G.-B. Equipments, Ltd., during the exhibition. Every boy on leaving the large 35 mm. theatre will receive a souvenir from G.-B.E. in the form of a neat little box containing a jig-saw puzzle which, on completion, forms a picture of the G.-B.E. 16 mm. class-room talkie set. The box also contains a free entry form for the G.-B.E. essay competition, whereby boys under the age of 18 may send in essays on "What I think of class-room talkies." Prizes offered by G.-B.E. in connection with this essay competition include a Bush radio receiver, a Hercules bicycle, a model of the "Flying Scotsman" locomotive, and a special prize of a complete 16 mm. class-room talkies set, which goes to the school to which the first-prize winning boy attends.

Schoolboys' Newsreel

A full programme of films, including a special G.-B. schoolboys' newsreel, will be shown in the theatre at regular times each day. It is anticipated that more than a quarter of a million schoolboys will learn of, and remember, G.-B.E. talkies through the jig-saw puzzle alone. G.-B.E. have equipped a special office at the White City to centralise their activities under the management of one of their special representatives.

SHOWING NEXT WEEK

A GUIDE to Exhibitors throughout the country is afforded by the following list of features being run at the key theatres during the week commencing January 1

London

Astoria.—"Crooks in Clover" (M-G-M) and "One Sunday Afternoon" (Paramount).
Capitol.—"Turkey Time" (G.-B.D.).
Coliseum.—"A Lady for a Day" (Columbia).
Davis (Croydon).—"Gold Diggers of 1933" (First National) and "Alice in Wonderland" (Paramount).
Dominion.—"Orders Is Orders" (G.-B.D.) and "Moonlight and Melody" (Universal).
Empire.—"The He-Man and the Lady" (M-G-M).
Marble Arch Pavilion.—"Friday, the 13th" (G.-B.D.).
New Gallery.—"The Bowery" (U.A.).
New Victoria.—"Orders Is Orders" (G.-B.D.) and "One Sunday Afternoon" (Paramount).
Plaza.—"Alice in Wonderland" (Paramount).
Regal.—"Voltaire" (Warner).
Stoll.—"Paddy the Next Best Thing" (Fox) and "Alice in Wonderland" (Paramount).
Tivoli.—"Aunt Sally" (G.-B.D.).

Birmingham

Forum.—"The Narrow Corner" (Warner) and "Doctor Bull" (Fox).
Futurist.—"The Gold Diggers of 1933" (First National) and "The Story of Temple Gate" (Paramount).
Gaumont Palace.—"It's a Boy" (G.-B.D.) and "The Man Who Dared" (Fox).
Scala.—"Bitter Sweet" (U.A.).
West End.—"Clear All Wires" (M-G-M).

Bristol

Embassy.—"Moonlight and Melody" (Universal) and "The Stickpin" (Fox).
Empire.—"Mayor of Hell" (Warner) and "Emergency Call" (Radio).
Hippodrome.—"Christopher Strong" and "The Man Outside" (Radio).
King's.—"Voltaire" (Warner) and "Killers of the Deep" (Butcher).
New Palace.—"The Stranger's Return" (M-G-M) and "The Last Trail" (Fox).
Regent.—"It's a Boy" (G.-B.D.) and "S.O.S. Iceberg" (Universal).
Stoll.—"A Bedtime Story" and "Under the Tonto Rim" (Paramount).
Triangle.—"Mayor of Hell" (Warner) and "Emergency Call" (Radio).
Whiteladies.—"Voltaire" (Warner) and "Killers of the Deep" Butcher).

Edinburgh

Caley.—"Good-bye Again" and "Her Imaginary Lover" (First National).
New Picture House.—"Orders Is Orders" (G.-B.D.).
New Victoria.—"Orders Is Orders" (G.-B.D.).
Palace.—"The Working Man" (Warner).
Playhouse.—"Melody Cruise" (Radio).
Rutland.—"Mama Loves Papa" and "Story of Temple Drake" (Paramount).
St. Andrew Square.—"Mama Loves Papa" and "Story of Temple Drake" (Paramount).
Synod Hall.—"The Song You Gave Me" (Wardour).

Glasgow

Coliseum.—"Southern Maid" (Wardour).
Cranston's P.H.—"Meet My Sister" (Pathé).
Green's Playhouse.—"Her First Mate" (Universal) and "No Marriage Ties" (Radio).
La Scala.—"Whoopee" (Radio).
New Savoy.—"The Story of Temple Drake" (Paramount) and "He Knew Too Much" (Pathé).
Regal.—"Southern Maid" (Wardour).
Regent.—"Another Language" (M-G-M).
The Picture House.—"It's a Boy" (G.-B.D.).

Liverpool

Forum.—"Captured" (Warner) and "I Spy" (Wardour).
Futurist.—"Alice in Wonderland" (Paramount).
Palais de Luxe.—"Melody Cruise" (Radio).
Prince of Wales.—"Private Detective 62" (Warner).
Rialto.—"It's a Boy" (G.-B.D.).
Royal Hippodrome.—"It's a Boy" and "Fire Raisers" (G.-B.D.).
Scala.—"Blue Night" (Universal).
Trocadero.—"Midnight Mary" (M-G-M) and "Her First Mate" (Universal).

Manchester

Deansgate.—"Soldiers of the Storm" (U.A.).
Gaiety.—"Tiger Bay" (A.B.F.D.).
Market Street.—"Peg o' My Heart" (M-G-M).
New Oxford.—"Peg o' My Heart" (M-G-M).
Piccadilly.—"Paddy the Next Best Thing" (Fox).
Regal.—"It's a Boy" (G.-B.D.).
Theatre Royal.—"Below the Sea" (U.A.).

Newcastle

New Westgate.—"Clear all Wires" (M-G-M) and "Her First Mate" (Universal).
Pavilion.—"It's a Boy" (G.-B.D.).
Queen's Hall.—"It's a Boy" (G.-B.D.).
Stoll.—"Melody Cruise" and "Tomorrow at Seven" (Radio).

Sheffield

Albert Hall.—"Men Who Dared" (Fox) and "Easy Millions" (Pathé).
Central Picture House.—"This Week of Grace" (Radio).
Cinema House.—"Secrets" (U.A.).
Electra Palace.—"King of the Jungle" (Paramount).
Hippodrome.—"Girl in 419" (Paramount) and "Rafter Romance" (Radio).
Regent.—"It's a Boy" (Gaumont) and "The Avenger" (Pathé).
Union Street.—"Fra Diavolo" (M-G-M) and "Great Stuff" (Fox).

WALLASEY MANAGERS' BALL

Arrangements have been completed by the Wallasey Kinema Managers' Association for a Kinema Ball to take place at the New Brighton Tower on Friday next, December 29. Fancy dress is optional. Handsome prizes will be given for different types of costume. Proceeds are to be devoted to the Chief Constable's Distress Fund.

SHEFFIELD C.E.A. DINNER-DANCE

The *Kine.* is asked to state that tickets are now available for the annual dinner-dance of the Sheffield branch of the C.E.A. This will be held at the Grand Hotel, Sheffield, on Thursday, January 25, and will be on similar lines to the last. The number of tickets is strictly limited and early application should be made to the secretary, Arnold R. Favell.

NEW FLEETWOOD OPPOSITION

Fleetwood Corporation has sanctioned the preparation of plans for the erection of a large entertainment hall to accommodate 1,000 persons.

A local inquiry into the scheme will be necessary, and if the usual period is taken by the Ministry it will be May or June next year before it is held.

This is the scheme that has been referred to at meetings of the West Lancs branch of the C.E.A. It may be opposed.

Harry Warner and Exhibitors

UNIQUE PRODUCT CONFERENCE

During the past week, while Jack L. Warner, vice-president of Warner Bros., in charge of all production, was in New York, several of the leading showmen in America were invited for a series of informal talks, with Harry M. Warner, Jack and Major Albert Warner, regarding forthcoming and new Warner product.

With the exhibitors were discussed various theatre problems, and their frank opinions were asked by Jack Warner about the type of picture Warner Bros. have planned for the balance of 1934. This, as Major Warner pointed out, is in keeping with the Warner policy of taking exhibitors into their confidence in order to get the most accurate check possible of what the public wants in the matter of entertainment

Pictures to Make Money

Jack Warner, before he left for Hollywood, after a stay of almost four weeks in New York, pointed out that it was his job to make pictures that will make money for the exhibitor and the company. "It is by getting a cross section of opinions that we are able to keep on the right track. We believe that such men as we have gathered there have opinions that are valuable. They have, after all, their fingers on the public pulse and know just what the motion picture fans want. They know what stars are most popular and what type of stories draw the best. We are not out to make pictures for our own individual edification, but for the motion picture world. By talking with outstanding showmen, we are able to cater best to the wishes of the theatre-going public.

New Year Surprises

"While we obviously can't tip our hand at this time about our plans for the remainder of 1934, we can state that what we learned from our informal talks with our own theatre men and the other exhibitors who sat in with us, will be reflected in the pictures which will go into work and which we haven't announced as yet.

"Warner's have sprung a lot of surprises during the past two years, and we've got a few more up our sleeves which we'll spring at the proper time. Exhibitors who have bought the Warner Bros.' product and Vitaphone short subjects may rest assured that the balance of our 1934 pictures will surpass what they have already seen."

MANY KINEMA OPENINGS

Playhouse, Perth, and Gaiety, Bristol

BUILT IN TEN WEEKS

THE Playhouse, Perth, owned by the Highland Cinema Co., was opened on December 21. In a short speech, Dr. T. H. W. Alexander, chairman of the company, made reference to the invasion of kinema syndicates mentioned in the message from the Duke of Atholl, Lord Lieutenant of the County, which appeared in the opening brochure. He said that this did not mean that Perth would be overrun by wild Highlanders.

The Playhouse was owned, designed and built by Scots, and in building it a record in kinema construction had been created, the time taken from the laying of the first brick to the opening day being ten weeks, which was a record for the British Isles for a house of the type of the Playhouse.

Dr. Alexander then called on Lord Provost Hunter to perform the opening ceremony.

The new Playhouse, which is situated on Murray Street, Perth, has accommodation for 1,700 patrons. The sound is RCA high-fidelity, with Ernemann projectors.

The owning company, the Highland Cinema Co., control twelve kinemas in Scotland.

The architects are Messrs. Cattanach, A.F.A.S., Kingussie.

F. G. W. Chamberlain's New Venture

The Gaiety, Knowle, which is a venture of F. G. W. Chamberlain, was opened on Boxing Day by J. Ker Lindsay, M.P. for Bristol South, who, in declaring the house open, referred to the enterprise which had been shown by Mr. Chamberlain, by which the people of Knowle had been given the advantage of having a fine kinema in their midst.

After the performance the guests were entertained to tea in the dance hall attached to the kinema, and this was followed by a whist drive. The Rev. Robinson, Minister of the Knowle Congregational Church, congratulated Mr. and Mrs. Chamberlain on their enterprise and hospitality, and on behalf of all present wished the new kinema every success.

TOM WALLS OPENS A NEWCASTLE SUPER

DIXON SCOTT'S HAYMARKET

Tom Walls, accompanied by Ben Travers, author of the Aldwych farces, visited Newcastle for the purpose of opening the Haymarket Theatre, where "Just Smith" was the first feature. There was a large attendance at the theatre, presided over by the Lord Mayor of Newcastle (Coun. John Leadbitter), with whom was the Lady Mayoress, Dixon Scott (managing director of the new venture), and Coun. Thomas Clements and George Bell, representing the architects (Messrs. Dixon and Bell).

In declaring the Haymarket open, Tom Walls wished the promoter and kinema every success, and assured the public that he and his colleagues were doing their utmost to provide for the screen the best type of entertainment.

He admitted that British films had a tremendous amount of leeway to make up, but he believed the time had now arrived when the British producers were practically level with America in every respect other than big spectacles.

The reason why the Americans beat us at that game was because they had so much larger territory in which to exploit their productions, and were able to spend at least £100,000 more on the production of a film than the British producers.

Mr. Scott presented to the Lord Mayor a cheque for £50 for his charities fund, and the Lord Mayor said the gift would be greatly appreciated by the unemployed men and their families for whom it would provide assistance

Coun. Clements, on behalf of the architects, presented to Mr. Walls a silver cigarette box, on which was engraved the figure of his Derby winner, April the Fifth.

Mr. Walls and Mr. Travers were entertained by local exhibitors, and they afterwards visited the Plaza Cinema, Newcastle, and wished the audience the compliments of the season, from the stage, on which they were supported by the managing director, T. F. Massicks.

LONG BUCKLEY OPENING

A new kinema known as the Empire was opened at Long Buckley on Boxing Day. Seating three hundred people, the building is owned by E. A. Horn, a local business man. Morrison sound system and Kalee projectors are installed. Langrish and Co., of Birmingham, supplied the seating.

ALL-MAINS SOUND-FILM TESTING MACHINES
SEND FOR FULL PARTICULARS
MOY-OMNIA
GREENLAND PLACE, CAMDEN TOWN, LONDON, N.W.1.
'PHONE GULLIVER 8451-3

Theatre Furnishing
Pictons Ltd.
65-NEWMAN STREET
LONDON.W.1.

FRONT OF HOUSE ILLUMINATION BLEMISHES

UGLY SPOTLIGHTS THAT INDICATE BAD SHOWMANSHIP

ONE of the most useful adjuncts to an attractive vestibule display is the miniature spotlight; for giving body to a display and focusing attention upon it it is invaluable. Nevertheless, the spotlight itself, when it cannot be suitably hidden, is no ornament, and, in fact, often offends the eye, particularly when the harsh light of day floods the vestibule.

In many cases, spotlights are fixed in position more or less permanently, and in this case it would be a simple matter to design a dummy lantern or other fitment which would form a natural part of the decorative scheme. In such a case, provision must, of course, be made for adjusting the spotlight as required, and allowance must be made for ventilation, care being taken that there is nothing inflammable near it.

Matching with Surroundings

When such an arrangement is not practicable, it would be a very inexpensive matter to have the spotlight body painted in a suitable colour to match its surroundings.

HIS BEDTIME STORY

We found him, fed up and fagged out, at the end of one day during the festive season.

"I've had a hell of a day!" he volunteered. "Millions of kids smearing stick-jaw all over my seats and all screaming at once; thousands of women dangled all over with parcels pushing and scratching. . . . Every old thing went wrong. . . . Lumme!" he continued, "and they wished me a merry Christmas!"

In order that the paint should not crack and blister, it would be advisable to have the spotlight stove-enamelled, a job which any finishing works will do for a shilling or two.

Safety Precautions

In this connection, a point about which many exhibitors seem to be ignorant is the fact that the wiring of such fittings with flex is quite against regulations, save for the short length of slack which may be necessary for movement, and which should be bound with asbestos. Strictly speaking, conduit should always be used, but lead-covered wiring is generally permissible, provided the sheathing is securely bonded and earthed.

These remarks occurred to the writer on seeing several signs in the lobby of a kinema wired up by means of stapled flex, an arrangement which certainly should not have been passed by the inspector. Another point to remember is that the number of points in any one sub-section must not exceed that permitted by I.E.E. regulations, in the case of small lighting fittings, ten points.

The Observation Window

Catering for the Deaf Patron

"Complete Projectionist" Bouquets

Amateur Kinematography

IT is interesting to learn of the extended use of deaf apparatus in kinemas. At first it was only the super which ventured upon this very valuable adjunct to the hearing of sound. Now, however, theatres of much smaller capacity are installing, for everywhere there is a proportion of partly deaf people who are potential kinema patrons if their infirmity is catered for.

ONE advantage which the kinema possesses in this is that it is dark, and patrons sensitive regarding their deafness are able to feel that they are not being quizzed. Also, makers of deaf apparatus are so improving the pattern of their equipment that it is very unobtrusive indeed.

THE *Kine.* continues to get very enthusiastic letters from projectionists of all grades regarding the scope and usefulness of the recently published "Complete Projectionist." It is a tribute to both authors and editor that so far criticisms have not impugned the accuracy of any fact, and have only been in the form of helpful suggestions for a subsequent edition.

A BOOM has asserted itself in amateur kinematography, I learn, and home projectors and cameras are among the favourite Christmas presents of uncles and godparents to their particular nephews and nieces and godchildren. Quite a number of projectionists, too, play 'busman's holiday whenever time permits with camera and projector.

MEANWHILE it is of interest to notice that *Sight and Sound*, the magazine of the progressive amateur and educationist by means of the film has been taken over by the British Film Institute, for whom it will be a magazine of information regarding new ventures in cultural kinematography and a review of films produced at home and abroad for educational purposes.

A FURTHER series of Conferences has been arranged by the Electric Lamp Manufacturers' Association, to be held in the Lighting Service Bureau, 2, Savoy Hill, W.C.2, during January, February and March, 1934. The subjects selected for discussion are as follows:—"Lighting Principles," W. J. Jones; "Church Lighting," H. C. Wheat; "Lighting for Shops and Stores," R. O. Ackerley; "Industrial Lighting," H. Lingard; "Lighting in Interior Decoration," R. O. Sutherland; "Designing Facilities for Installing Light," F. G. Quance.

UNKNOWN to the millions of listeners to the B.B.C.'s programmes, secret television broadcasts of kinema films are being carried out at night from Broadcasting House. These television signals cannot be picked up by ordinary listeners for they are transmitted on the very short wave-length of approximately seven metres between 8 and 10 p.m. on Mondays, Tuesdays, Wednesdays, and Fridays.

FILMS are being transmitted in these tests because the apparatus gives far better definition and detail than is possible with the usual 30-line system. Engineers with special cathode-ray television receivers are posted at various vantage points throughout London to check and make observations on the transmissions. These check receivers are placed on the top of high buildings as height is an important factor in the successful reception of these seven-metre waves.

J. BENSON.

THIS WEEK'S PROJECTION ROOM

Kalees have been chosen by the proprietors of the Apollo, Belfast, to project films in this new Northern Ireland kinema. The latest Eleven model has been installed, and the operating box accessories supplied, by the Kershaw Projector Co., Ltd., the Kalee company

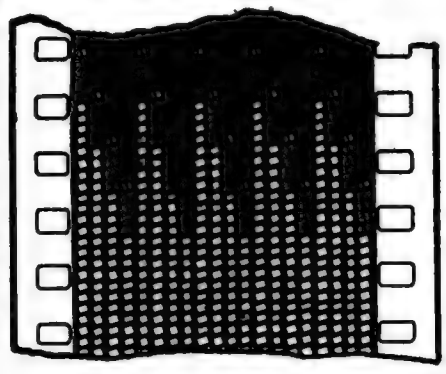
NEW PIN-POINT MINIATURE PICTURES

UNIQUE PRINCIPLE IN AMATEUR KINEMATOGRAPHY

A REMARKABLE method of effecting an economy in the cost of film stock for the amateur kinematographer is described in *Kinotechnik*. Known as Zeilenkinematographie, it is the invention of an engineer, R. Thun, and it is claimed that a 5-ft. roll of standard 35 mm. film will run for 2½ minutes, equal to over 60 ft. of 16 mm. or 30 ft. of 8 mm.

Minute Frames

By means of an optical device placed between the standard taking or projection lens and the film, the picture is split up into 20 part-pictures, each of which occupies an area of 0.95 mm. by 1.2 mm., but being set at an angle, has an actual size of only 0.8 mm. by 0.8 mm. These tiny part-pictures are arranged in 20 rows along the film, not in their correct order, but in the manner shown in the sketch, the frames numbered 1 building up the first picture, those numbered 2 the second, and so on.



It is pointed out that the virtual area of the complete film frame, which measures 0.8 by 4 equals 3.2 mm. in height, by 0.8 by 5 equals 4.0 mm. in width, is not much less than the size of the 8 mm. frame. The film is, of course, moved only a distance of 0.95 mm. for each frame, both in camera and projector. Taking and projection speeds have been fixed at 10½ pictures per second. In spite of the extremely low linear speed at which the film runs, it is stated that a method of recording sound on this film is now being worked out.

Optical Complications

Although one is assured that a demonstration gave perfectly satisfactory results, it is difficult to see that the optical complications necessitated are really worth while; in any case, it would appear that difficulty must be experienced in matching up the individual part-pictures on the screen without the separating lines becoming visible.

The presumably high cost of the optical device which in the camera breaks up the picture and in the projector reconstructs the tiny images on the screen, would also seem to be a disadvantage for the amateur market. It does not seem possible to record sound at all satisfactorily, since the linear speed is less than one-fortieth that of standard 35 mm. film.

Shrinkage Drawbacks

Other disadvantages which occur to one are that shrinkage must surely interfere with the registration of the images, unless allowed for and very carefully controlled: and that the system must be very wasteful of illumination in the projector.

SIEMENS-PLANIA CARBONS
The Key to Perfect Projection
FREE SAMPLES FOR TEST FROM ALL TRADE SUPPLY HOUSES

Good publicity was secured in America for GOLD DIGGERS OF 1933 (First National) by this mobile tableau

BONNIE BABY CONTESTS FOR "A BEDTIME STORY"

SHOWMEN REAP BIG PUBLICITY IN SEARCH FOR BABY LE ROY THE SECOND

A COMPETITION to find Preston's bonniest baby, coupled with plenty of newspaper publicity, resulted in "A Bedtime Story" (Paramount) doing good business at the Theatre Royal, Preston. The scheme was run by Manager R. Barrie, in conjunction with the *Lancashire Daily Post* and the Cow and Gate Milk Co., Ltd.

For 14 days prior to the show, a 6 in. single column write-up was devoted to the competition in the *Post*, and numerous photographs of entries were published. On another day, a composite page was given to it.

Manager Barrie was able to secure an influential committee to judge the entries.

Owing to the large number of entries—800—Mr. Barrie wisely left over the announcement of the results until the following Monday, giving a good start to his next film. Then the Mayoress (Miss Sybil Pimblett) presented the prizes.

Keen Competition at Warrington

Seventy of the town's bonniest babies took part in the competition arranged by H. Parkin, manager of the Grand Kinema, Warrington, in connection with the showing of "A Bedtime Story" (Paramount). All the entrants had to bear a resemblance to Baby Le Roy, and parents were required to submit photographs of their children.

Competition was remarkably keen, and the judges had a most difficult task in making their awards. The winner was presented with a silver trophy kindly given by Messrs. Cow and Gate, Ltd., and consolation prizes were also awarded.

In addition to a number of tie-ups, Mr. Parkin arranged with the directors of Thomas Ward and Sons, Ltd., for the distribution of hundreds of their famous "Wardonia" razors. The campaign was successful from every point of view.

Blackburn Competition

Over 500 Blackburn babies think they resemble Baby Le Roy, who was in "A Bedtime Story" at the Majestic last week. At least their mothers thought they were Le Roys, but only fourteen of them appeared before the judges in the competition organised by the manager, Herbert Steven, for a handsome silver cup.

The Mayoress (Mrs. C. A. Critchley) and other ladies admired the babies and complimented the proud mothers.

The Mayoress presented the trophy on Monday evening (December 18) during an interval.

Mothers' Night at St. Helens

Thursday night was "mothers' night" at the Capitol P.H., St. Helens, where the Mayoress distributed prizes won in a recent baby show arranged in connection with "A Bedtime Story" (Paramount).

The Mayor and Mayoress were introduced to the audience by W. Prescott, manager of the Capitol, and after the Mayoress had presented the prizes to the mothers of the successful children, Coun. Thackray congratulated the Capitol management and those who co-operated with them in organising the competition, on the excellent results which the novel competition had achieved.

Norwich Bonny Babies

Getting away from the Baby Le Roy likeness stunt, Samuel Newberry and Fred Monk, of the Regent, Norwich, organised a baby show in connection with "A Bedtime Story" (Paramount) screening, in which the physical and mental attributes of the candidates were made factors for success. A tie-up with Cow and Gate was arranged, and this firm gave, as first prize, a silver cup value £5 and had a fine stall display in the theatre vestibule throughout last week's running of the film and competition. Many local firms also gave prizes, which numbered twenty in all.

Fred Monk was in charge of the details, which were arranged in the form of heats of 20 babies daily, out of which the judges selected four. This gave a final assemblage of 20 babies for the prize judging at the end of the week.

A procession of all winners, escorted by their mothers, took place on the stage, when Lady Ballance presented the prizes and Fred Monk marshalled the affair.

The judges were drawn from the medical staffs of the Norfolk and Norwich hospital and local nursing homes and were hard at it all the week, for no fewer than 100 entrants presented themselves, ranging in age from a few months to four years.

Coventry Window Displays

Furnishing stores, chemists, drapers and numerous other stores and a bonnie baby competition were featured in the boosting of "A Bedtime Story" (Paramount), by S. J. Hobbs, of the Empire, Coventry.

At one of the largest furnishing stores a window display depicting Maurice Chevalier and Baby Le Roy, in a scene from the film, attracted considerable attention and amusement.

Another attractive display, which was hired from Paramount and set in a baby-wear shop window, showed Chevalier holding the baby, with the girl looking on. In the background was a line of baby's washing.

The Cow and Gate Co. and local tradesmen co-operated with Mr. Hobbs and presented prizes for the baby competition. Nearly three hundred photos were received, and thirty of these were selected by a committee, including the Mayoress of Coventry. These were made into slides and screened, and the audience voted for the winners. The prizes presented by the local tradesmen were incorporated in their Christmas displays.

NEST IN VESTIBULE

Cuckoo Time at Bristol

When showing "Cuckoo in the Nest" (G.-B.D) at the New Palace, Bristol, G. H. Blackburn had in the vestibule a glass case in which was a nest built in the branches of a tree. In the nest was an egg, and on the edge was perched a cut-out of a cuckoo. At the back were cut-out heads of Tom Walls and Ralph Lynn.

Mr. Blackburn also placed a cuckoo clock in the vestibule, first removing the pendulum, so that the little bird issued from behind the doors and gave his warning call at much more frequent intervals than the hands of the clock warranted.

LOCAL SOCCER RESULTS

For Birmingham Fans

Norman L. Adams, manager of the Adelphi Cinema, Hay Mills, Birmingham, has hit upon a novel method of attracting his patrons to the first-house performance on Saturdays. Every Saturday at 6.30 he shows a slide announcing all the local football scores. This service has proved a great attraction on Saturdays, and it is common to hear patrons ask at the pay-box "if the results have been shown yet?" To stil foster this idea, he now includes the fixtures of the Aston Villa and Birmingham F.C. on his monthly pocket programmes.

"Moonlight And Melody" Dance

LEICESTER EXPLOITATION FOR UNIVERSAL MUSICAL

A BIG tie-up for the presentation of Universal's musical, "Moonlight and Melody," was arranged by the Palace, Leicester, in conjunction with Fred Cooper, Universal's director of exploitation.

The main angle of exploitation was a "Moonlight and Melody" dance night at the Humberstone Gate Palais de Danse for Monday night, December 18. Special prizes were awarded, and several hundred balloons were overprinted with the names of both the film and the kinema. Previous to the dance, extensive publicity was used at the Palais, including dance tickets on which were printed the following words: "You Must see 'Moonlight and Melody' at the Palace". . ., etc.

The orchestra played all the numbers from the film and special handbills were given away during the evening.

Further tie-ups were arranged with the leading music and gramophone shops in Leicester, while an unusually fine lobby display and the playing of records from the film in the theatre greatly aided the campaign.

"THE SIGN OF THE CROSS"

Boosted at Bangor

In co-operation with the management of the City Cinema, Bangor, F. McDowell, of the Liverpool branch of Paramount Film Service, arranged some effective tie-ups with local stores and publishers for the showing of "The Sign of the Cross."

W. H. Smith and Son, the publishers of the book, radio stores and sweetshops were brought into the scheme, the latter using the slogan: "Buy her candies here and take her to see 'The Sign of the Cross' at the City."

The outstanding feature of the front of house publicity at the City was the large illuminated cross at the top of the building. This sign could be seen from a distance of three or four miles.

Mick and Minnie Mouse, used for a street stunt by W. Collings of the Stoll P.H., Bedminster, Bristol

"RADIO PARADE"

Many Publicity Opportunities

"Radio Parade" offered many opportunities for exploitation to Manager J. Ernie Brown, of the Brierley Hill P.H. His show window, with its effective sky scenes and aerial pylons leading to two radio sets, attracted a good deal of attention, and, in addition, he arranged tie-ups with a number of radio dealers, who exhibited striking posters which invited prospective customers to "Use this set and hear the stars you can see at the Picture House, Brierley Hill, this week."

An attractive tie-up at the Theatre Royal, Preston in connection with a "bonny babies" competition which brought in good business for A BEDTIME STORY (Paramount)

Street stunt worked for PRIDE OF THE FORCE (Wardour) by C. W. Scott-Buccleuch of the Empire and W. Prodgers of the Triangle, two Bristol kinemas

PRIDE OF BRISTOL FORCE

MOUNTED POLICEMAN IN STREET STUNT

C. W. SCOTT-BUCCLEUCH, of the Empire, and W. Prodgers, of the Triangle, Bristol, ran an amusing street stunt for "The Pride of the Force" (Wardour) which they had on a concurrent run.

The whole thing was conceived in a spirit of fun, and consisted of a comic policeman mounted on a heavy cart-horse. On each side of the horse there was a card which announced that "I am P.C. Fuller, the Pride of the Force, looking for Baby Face." Incidentally, "Baby Face" was the second feature in the programme.

On the man's back was a card which read, "Full'er fun. Especially to arrest the Blues," while on each side of the horse's head was a label saying: "You'll be Hoarse Laughing."

"FALLING FOR YOU"

Sutton Coldfield Display

A. Williams, proprietor of the Empress Cinema, Sutton Coldfield, arranged an attractive display for the front of house for "Falling For You" (G.-B.D.). During the period that the house was closed life-size cut-outs of a man on a sleigh, just by which was a further setting depicting a lady in the act of snowballing the sleigh rider, was placed on the front of the house with the film title in glitter letters, below which was a card: "To-night at 6.30." A simple stunt that brought good business.

XMAS GREETINGS

Chatham Showman's Message

The message of good cheer to patrons was put over at the Empire, Chatham, by Herbert E. Webster in novel fashion.

During a black-out, excerpts from well-known carols were played on the non-sinc. apparatus, while the individual letters of "A M-E-R-R-Y C-H-R-I-S-T-M-A-S," each 3 ft. in height, dropped one by one in front of the tabs. They were lit up by a colour wheel from the operating-box. The effect was a delightful and novel surprise to patrons, and caused much comment.

"KONG" IN BIRMINGHAM

Apollo's 30-ft Cut-out

H. C. Thorburn, manager of the Apollo Cinema, Erdington, Birmingham, put over some attractive exploitation for "King Kong" at his theatre during the past week. In the foyer he arranged a setting some 8 ft. high showing a large cut-out of Kong as the background with a further cut-out of New York skyscrapers in the front and set off with a realistic model of a girl thrown to the ground by Kong. Streamers carrying announcements relative to the film, its stars and times of showing were arranged at vantage points throughout the hall.

On the front of the car-park was further evidence that Kong was present, for the attention of the public in general was attracted by a massive cut-out of King Kong 30 ft. in height with a large notice "Showing here to-day!"

GIFTS FOR PATRONS

Signalise Anniversary

The Albert Hall, Sheffield, on Friday, resembled a furniture and radio store, for prizes were being presented in connection with the competition organised to commemorate the sixtieth anniversary of the hall, which was opened on December 15, 1873.

Among a large number of prizes were a fitted gentlemen's wardrobe, radio speakers, tables, cameras, etc. Two prizes not there for presentation were a permanent wave for a lady and a ton of coal, although a specimen of coal was there to be seen. Competitors had to identify and place in order ten Gaumont film stars.

The competition, which was organised by V. H. Deacon, manager, attracted a very large number of entries.

UMBRELLAS FOR QUEUES

Umbrellas carrying the advertisements of local shopkeepers are provided by the Exchange Kinema, Lincoln, to patrons waiting in the rain. These umbrellas are paid for by the advertisers.

PEPPING UP TRADE IN NORWOOD

B. Woolley Takes Over at the Regal

BIGGER AND BRIGHTER PROGRAMMES

I HAVE often thought it a strange thing in life that the busiest people are always those who have time to answer enquiries. This piece of nature wisdom was brought to mind this week when, after having failed to get any coherent news from an embittered small-hall manager in another district, I paid a call at the Regal, West Norwood.

Although he has only just taken charge of this palatial house, and must, therefore, be up to the eyes in work, Bernard M. Woolley, the new general manager, invited me into his office and willingly gave all the information for which I asked.

Mr. Woolley came to Norwood from the Adelphi, Slough, and has had experience with Sir Oswald Stoll at the Kingsway Theatre and the Ardwick Empire, and as general and publicity manager for the Southan Morris circuit. An old *Kine.* showmanship prizewinner, and a persistent advertiser (who has earned the soubriquet, "The Tie-up King"), there isn't much one can teach him about boosting business. Up to the time the Regal became a Hyams hall (about six months ago), it was not so successful as was originally expected, but business is now definitely improving.

For Christmas, Manager Woolley planned what he confidently forecasts as the Biggest Christmas Treat in the London Suburbs—just like that, with capital letters! He entertained 2,500 poor children of the neighbourhood with a mammoth stage and screen show on the Friday morning before Christmas, with the Mayor and Mayoress of Lambeth present to give the effort their blessing.

As the kiddies filed out of the building, they were presented with an apple, an orange, a comic paper, a bun and a new penny. A news-film of this "ceremony" was made.

Turning from seasonal specialities to general policy, Mr. Woolley told me that his intention is to run super kine.-variety, a form of entertainment which he has proved to be popular with the bulk of the general public in most places. His programmes will consist of two first-class feature films, a Mickey Mouse or other good comedy picture, the sound news, an organ interlude by Phil Park, and, finally, two vaudeville acts of proved merit presented in quick-fire fashion, to the accompaniment of Gus Ross and his orchestra.

It is interesting to record that Mr. Woolley's successor at Slough is Harry Benjamin, who was formerly in charge of the Norwood Regal.

C. R. P.

THE TRAIL OF "KING KONG"

LEADS PEOPLE TO CASINO, MANCHESTER

THREE stunts recently employed by Dennis C. Walls, of the Casino, Manchester, were highly successful as goodwill builders and were also reflected at the box office.

A month previous to his screening of "King Kong" (Radio), Mr. Walls aroused interest with teaser slides thrown on the screen and a number of books of the film were loaned to patrons, who wished to acquaint themselves with the story.

During the week of showing a giant cut-out of Kong was erected on the theatre front. This was illuminated at night with a floodlight, and green flashing lamps were placed behind the eyes.

Additional effect was created by painting in whitewash the giant footprints of Kong on the pavement and on the front of the kinema.

A smaller cut-out of Kong holding in its paw a doll was erected above the pay-box, whilst Press cuttings from local and national newspapers were displayed, together with an appropriately worded double crown poster in the entrance.

A dummy in flying kit attached to a partly opened parachute, fixed on the theatre front compelled attention to the presentation of "Central Airport" (First National). A card suspended from the dummy's feet read: "Just dropping in to Central Airport—but delayed—let nothing delay you."

During the three days' screening of "Topaze" (Radio), four dozen bottles filled with water and labelled "Sparkling Topaze" were displayed on the theatre front, together with cards announcing "Try Topaze, featuring John Barrymore—it is the finest tonic for depression. Ask for a glass of Sparkling Topaze, and see 'Topaze.'"

CLEVER CANADIAN EXPLOITATION

Radio Messages and Police Summons

An intensive exploitation campaign has been carried out in connection with the premiere of the B.I.P. musical comedy, "You Made Me Love You," at the Hollywood Theatre, Toronto—a campaign which has more than one novel feature.

A competition in estimating the daily number of admissions at the Hollywood Theatre was arranged with the co-operation of the local radio station, from which the prize-winning numbers were announced during a series of six broadcasts of songs, music and witty dialogue from the film itself. Those who are familiar with the picture will realise that songs like "What's Her Name?" and "Why Can't We?" and the snappy dialogue that Stanley Lupino and Thelma Todd put over with such gusto, would provide intriguing radio entertainment and a powerful incentive to see the film.

Another stunt cleverly utilised the acute car-parking problems of Toronto. All cars left unattended within a three-mile radius of the Hollywood Theatre were promptly tagged with a form tied to the door handle, closely resembling a police summons. When opened, the "ticket," uncomfortably familiar to Toronto citizens, read: "You are hereby notified that you are charged with wilful negligence if you do not attend the Toronto showing of 'You Made Me Love You' at the Hollywood Theatre beginning November 27 . . ." and more in the same vein. Here was a clever advertisement in an appealing form which could never be ignored.

THE VOICE OF THE STAR

In Phantom Broadcast

Masie Gay, the famous star, who is now proprietress of the Northey Arms Hotel, Box, in Wiltshire, figured in a competition arranged by Dudley Fleming, of the Burlington Kinema, Torquay, when he was showing "The Phantom Voice" (Pathé) at the house. Masie sent a message over the 'phone from her hotel in Wiltshire to the kinema in Devon, where it was amplified and reproduced to the audience through the loudspeakers.

Prizes were offered to those members of the audience who were able to identify the star who was speaking by the tones of her voice.

This stunt, which was worked at the small cost of 30s., received big publicity in all the papers in the district.

L. G. Gardner's lobby display for PADDY THE NEXT BEST THING (Fox) at the Trocadero, Liverpool

AROUND THE LONDON SHOWS

Xmas Celebrations—Choristers at the Regal—Hammersmith Children's Party

THE Christmas spirit was maintained in the true British custom at the Regal, Marble Arch, with the singing of carols by the London Choir School, led by the Rev. Oswald Brenton.

The choir entered the auditorium from either side and met in the centre aisle, and then proceeded on to the stage. The twenty four choristers carried lighted candles, and in the darkened house presented an effective picture as they wended their way to the stage singing "Nowell." With Sydney Torch at the organ, the choir then sang a number of well-known carols.

At the conclusion the Rev. Oswald Brenton sang "The Lost Chord," accompanied on the organ by Mr. Torch. As the soloist rendered the sacred song, the Brenograph machine superimposed behind him a view of the interior of a church. It provided a most effective setting.

The whole show was conceived in a spirit of reverence, and, incidentally, revealed that kinema audiences are appreciative of good music "put over" in a manner worthy of the occasion.

"Bill" Pepper once again deserves to be congratulated on his enterprise.

Entertaining the Children

Most kinemas in London have been running a special entertainment for the children over the Christmas period, and with one and all "doing good by stealth," no doubt they "will blush to find fame" if I chronicle them individually. May I, therefore, refer to them in general terms.

The three or four shows that I saw bore every evidence that the managers and staffs—all of whom gave their services gratuitously—were out to see that the children had a good time. In every instance patrons had provided the monetary support to provide the toys, sweets, and what not to add to the visual enjoyment of the youngsters.

I think the largest show in London was the one provided at the Hammersmith Gaumont Palace, where "Dick" Read, aided and abetted by the staff, the Mayor of Hammersmith, and a host of volunteer workers, gave a treat to 3,500 children.

By the way, the Gaumont Palace had a "tie-up" in connection with a "share out" of a local society. The Gaumont Graphic took a special film of the proceedings, and the Mayor and civic party attended a screening of the picture. As a seasonable gesture, the film was presented to the society after its week's run.

Seasonable Publicity

A commendable instance of linking up a seasonable display with a publicity angle was shown by Jack Hanbury, of the Shepherd's Bush Pavilion.

A very good vestibule display, in which coloured lights, Christmas trees and so on were prominent features, also included a "cut out" of Father Christmas tolling the bells. It was in this respect that Jack Hanbury exercised his ingenuity. Each bell bore the title of a film to be shown at the Pavilion in the near future.

Christmas at Camberwell

Manager Potter has been at the Palace, Camberwell, about a year—long enough to discover the likes nd dislikes of his patrons and to get to know many of the folks personally. This one-time music-hall has become quite a family house, and Mr. Potter has a crowd of "regulars" to support him. He was, therefore, able to report that business is satisfactory—a statement not all managers are able to greet me with nowadays.

When asked what form of stunt he proposed to put over at Christmas, Mr. Potter replied that he was saving up something for a later day, and did not celebrate Christmas with any competition, treat or other "do." "So many of the other halls in the locality are stunting," he remarked, "that it will be a bit of a change for us here not to attempt anything special."

I noticed, however, that the vestibule (the decorations of which are in the Byzantine style) was gay with silver-paper streamers and holly festoons, so the spirit of Christmas was not altogether absent.

Friday night is "Surprise Night" at the Palace, by the way, the normal film programme being augmented by three stage acts supported by an orchestra of five. This has been found to attract good business.

THE LONDONER.

BUILDING UP "THE HOUSE OF TRENT"

Useful Adjuncts to Box Office Appeal

When Butcher's recently described their big autumn production, "The House of Trent," as being "built for the box-office," they might have referred not merely to the inherent attractions of the story, but to the manner in which they had provided practical assistance for the exhibitor in making these qualities known to his public.

It was a shrewd piece of exploitation policy on the part of F. W. Baker to arrange in advance for the publication of "The House of Trent" as No. 29 of the Star Filmograms. This tastefully and beautifully produced photogravure booklet, containing as it does the names of cast, story of the film and eight pages of portraits of players and principal scenes, is a strong recommendation, and it is difficult to imagine the average picturegoer inspecting it without experiencing an irresistible desire to see it on the screen.

Thanks to an intensive campaign by Butcher's outdoor staff, most exhibitors are by now familiar with its appearance, and the fact that supplies will be available for their use upon release. Black-and-white and coloured stills will also be available in copious variety for exhibition in the lobby, all emphasising the fine photographic and pictorial quality of the production, while a specially prepared trailer will give patrons a taste of its dramatic quality.

For advertising wider afield two different designs of 6-sheet poster are being prepared as well as 12- and 48-sheet sizes. There is a useful range of blocks and matter for Press and programme publicity, which will assist the houses that are running this delightful B. and H. production.

STAFF RHYMES

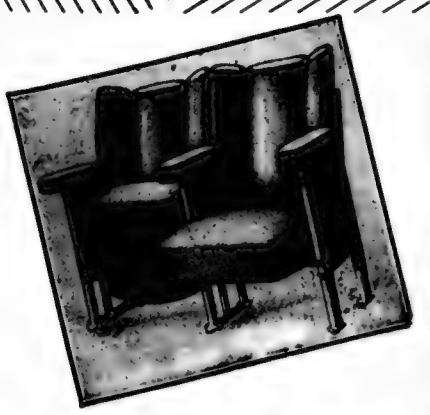
Amuse Blackburn Patrons

On the occasion of its second anniversary, the manager of the Blackburn Rialto, J. H. Pilkington, adopted a very novel policy. A number of interesting original rhymes were put on the screen set to appropriate music and each rhyme made some reference to the theatre or its staff. It was greatly appreciatd by crowded houses, and the manager was repeatedly complimented on the novel turn.

KING'S THEATRE, GREENOCK.

It is a very great pleasure to me to place the order with you, as without question your chairs having lasted twenty-five years is a claim that is irrestistible.

Sydney Friedman, Managing Director.



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Releases for February 5, 1934

PICTURES OF UNUSUAL CHARACTER

With Music to Match for Interludes

Compiled by A. W. Owen

RELEASES this week form an unusual septette with mystery drama films in the majority. The incidental silent film music which was written to accentuate and illustrate the various moods of the film story numbered hundreds in the eerie and tense dramatic style, and with the exception of about a dozen which have been issued in record form for the express purpose of creating such atmosphere, only the orchestra or organ can give reproduction.

Certain symphonies of the great composers contain excerpts which are admirable for our purpose, but I always hesitate in using this sectional recording for short introductory interludes. The purchase of the whole Symphony is generally useless for a non-sync film library with possibly one exception, that of Schubert's "Unfinished Symphony"; but that work has been performed till most audiences are sated with the themes.

The limited supply of the incidentals is undoubtedly the better solution of our difficulty, especially if they are helped by lighting effects and careful synchronisation with the film screening.

"Accidents Wanted" is an unusual film story, but it is all told in a humorous vein and exaggerated episodes occur which cannot be treated as anything but mock drama, hence the choice of a dance medley of syncopated numbers. They are chosen from an advance list and each publishing house is in turn asked to supply me with their most popular numbers so that when they are used about a month afterwards they may still be new, especially in the provincial towns.

"FRIDAY THE 13TH" (G.-B.D.)

CERT. A. 7,796 ft. Reg. No. Br.9481. Reviewed in *Kine*, November 23, 1933.
PUBLICITY.—One 48-sheet, one 12-sheet, two 6-sheets.
STARS.—Jessie Matthews, Gordon Harker, Edmund Gwenn, Sonnie Hale.
ATMOSPHERE.—Involved in a motor-bus crash, a number of victims reveal the incidents of the previous twenty-four hours which each had spent before the smash, by turning back the clock and detailing the incidents.
ORCHESTRA.—"Fate," No. 4 of "Stars of the Desert" Suite, by Amy Woodforde-Finden, presented only as an introductory interlude.
ORGAN.—As orchestra, with adaptation from the piano-solo copy only. No recording is traceable of this suite. If synchronisation required, use non-sync. music.
NON-SYNC.—"Feuillet d'un Vieil Album," Kross (Keith Prowse), recorded on Columbia D.F.X.11 by the company's symphony orchestra (Special Film Catalogue recording), presented only as an introductory interlude.
LIGHTING EFFECTS.—Blendings of deep orange, amber and red in slow sequence, once only, finishing with red as first main title of film appears and interlude is concluded.

"ACCIDENTS WANTED" (M-G-M)

CERT. A. 7,400 ft. Reg. No. F.8895. Reviewed in *Kine*, June 29, 1933.
PUBLICITY.—One 48-sheet, one 12-sheet, two 6-sheets.
STARS.—Lee Tracy, Madge Evans, Frank Morgan, Chas. Butterworth.
ATMOSPHERE.—The story of a shrewd lawyer who builds up a practice by securing company payments for bogus compensation claims. Humorous complications ensue, coupled with romance and farcical episodes.
ORCHESTRA.—Medley of up-to-date dance numbers, such as: Valse, "I Took My Harp to a Party"; Foxtrots, "La-di-da-di-da" and "I'm Hitching My Wagon to You," both from the new stage success, "That's a Pretty Thing" (Chappell).
ORGAN.—As orchestra, using the conductor-piano copies for either solo or synchronised recording, as detailed below for non-sync.
NON-SYNC.—Medley of up-to-date dance music, such as detailed above for orchestra. Record numbers will be available in a few days.
LIGHTING EFFECTS.—Blending of bright and varied tints in rapid sequence for foxtrots and slow sequence of two shades of blue for the valse.

"THE MASQUERADER" (U.A.)

CERT. A. 7,022 ft. Reg. No. F.9106. Reviewed in *Kine*, August 24, 1933.
PUBLICITY.—One 48-sheet, one 12-sheet, one 6-sheet.
STARS.—Ronald Colman, Elissa Landi.
ATMOSPHERE.—Fantastic society political drama, adapted from the successful novel, "John Chilcote, M.P.," the star acting in a dual role.
ORCHESTRA.—"Poem," Fibich (Chappell).
ORGAN.—As orchestra, with adaptation from the piano-conductor copy of above orchestration and, if possible, synchronisation with record as detailed below for non-sync.
NON-SYNC.—"Poem," Fibich, recorded on Columbia D.B.3798 by the J. H. Squire Celeste Octette.
LIGHTING EFFECTS.—Deep blue fading to violet and deep amber.

"HE KNEW TOO MUCH" (Pathé)

CERT. A. 5,556 ft. Reg. No. F.9279. Reviewed in *Kine*, October 12, 1933.
PUBLICITY.—One 6-sheet.
STARS.—Preston Foster, Peggy Shannon.
ATMOSPHERE.—Fantastic crime drama, with original plot in which a gangster is murdered by a poisoned dart, and a woman detective solves the mystery.
ORCHESTRA.—"The Evil Plotter," Dramatic Mysterioso, Zamecnik (Keith Prowse), presented as an introductory entr'acte only.

(*Continued in next column.*)

REVUE WITH AN ORGAN

REGINALD DIXON OPENS NEW PRINCE'S INSTRUMENT

THE new revue, "On With the Show," produced at the Prince's Theatre, Shaftesbury Avenue, W., on Wednesday, December 20, is of great interest to kinema proprietors, as, for the first time in the history of the London legitimate theatres, a modern kinema organ has been installed. It was opened by Reginald Dixon, the popular broadcasting organist, who has made such a wonderful success at the Tower, Blackpool.

The organ is also notable as the first instrument with a standardised console, as specified by the Organists' Section of the Incorporated Society of Musicians in their recent memorandum drawn up by a committee of expert organists and approved by the organ builders.

John Compton and Co., who have built the organ in almost record time, are to be congratulated, for, when I visited the theatre on the morning of the opening, everything was in perfect condition for playing, without any signs of fuss and bother, which sometimes is met with even under normal conditions.

Reginald Dixon is featuring "The Storm at Sea" for his interlude, with special effects, accompanying Trevor Watkins in "The Last Round Up," and playing modern dance tunes in the interval. Reginald Dixon stayed for three days only, after which Bruce Wendell will be the soloist till January 1, when the former returns for one week only for special solo presentations previous to a three weeks' tour of the Paramount kinema theatres in Leeds, Newcastle and Manchester, and will broadcast from the last named.

ORGAN.—As orchestra, with adaptation from the piano-conductor copy of above orchestration, either for solo or synchronised presentation with record as detailed below for non-sync.
NON-SYNC.—"The Evil Plotter," Zamecnik, recorded on Columbia D.19285 (special non-sync. film record catalogue), presented as an introductory interlude only.
LIGHTING EFFECTS.—Black out, changing to deep amber fading to deep crimson and remaining in this colour till end of interlude synchronises with film first sub-title.

"BEFORE DAWN" (Radio)

CERT. A. 5,430. Reg. No. F.9211. Reviewed in *Kine*, September 21, 1933.
PUBLICITY.—One 12-sheet, two 6-sheets.
STARS.—Warner Oland, Stuart Erwin, Dorothy Wilson.
ATMOSPHERE.—Mystery thriller with a typical Edgar Wallace story, the principal episode being a murder in an eerie mansion.
ORCHESTRA.—"Dans l'Ombre," tense dramatic misterioso entr'acte, Zamecnik, presented only as an introductory interlude, synchronised with record as detailed below for non-sync.
ORGAN.—As orchestra, with adaptation either for solo or synchronisation with record, from the orchestral piano part.
NON-SYNC.—"Dans l'Ombre," Zamecnik, recorded on Columbia D.19244 (special film record catalogue), presented only as an introductory interlude.
LIGHTING EFFECTS.—Black out, followed by deep amber fading to deep crimson.

"SOMEWHERE IN SONORA" (Warner)

CERT. U. 5,243 ft. Reg. No. F.9099. Reviewed in *Kine*, August 17, 1933.
PUBLICITY.—One 12-sheet, one 6-sheet.
STAR.—John Wayne.
ATMOSPHERE.—Rapid-action Western drama with humour, rough drama and romance.
ORCHESTRA.—"Petite Suite de Concert," No. 4 only, Coleridge-Taylor, presented as an introductory interlude only with last bars of music synchronising with sub-title in which sound reproduction commences. (Boosey-Hawkes.)
ORGAN.—As orchestra, with adaptation for either solo or synchronised presentation from the piano-conductor copy of the above orchestration.
NON-SYNC.—"Petite Suite De Concert" Suite, No. 4 only, Coleridge-Taylor, recorded on Columbia D.B.9340-1 by John Ansell and the New Queen's Hall Orchestra, presented as detailed for orchestra.
LIGHTING EFFECTS.—Blending of bright colours in contrasting and varied tints.

"SUPERNATURAL" (Paramount)

CERT. A. 5,036 ft. Reg. No. F.8914. Reviewed in *Kine*, June 29, 1933.
PUBLICITY.—One 48-sheet, one 12-sheet, one 6-sheet.
STARS.—Carole Lombard, Randolph Scott.
ATMOSPHERE.—Crime drama based on an unusual theme of psychological thought, the transmigration of personality.
ORCHESTRA.—"Trees," Rasbach (Chappell and Co.), presented only as an introductory interlude and synchronised with record as detailed below for non-sync.
ORGAN.—As orchestra, using solo piano copy if solo presentation, but adaptation from the piano-conductor copy of above orchestration for recording synchronisation.
NON-SYNC.—"Trees," Rasbach, recorded on H.M.V. B.4099 by the De Groot Trio.
LIGHTING EFFECTS.—Blendings of mauve, violet and purple.

Solo Organ Interludes No. XXVI.

ALL THE COLOURS OF THE RAINBOW

(and then some)

FRANK NEWMAN'S KALEIDOSCOPE OFFERING

ALL THE COLOURS

	Slide matter.	Music.
1	That there is a definite association between music and colour few people can deny. Some folks go so far as to assert that different pieces of music suggest to them different colours.	
2	In my own case I cannot vouch for the truth of this statement. Although, when I hear a street-organ playing badly out of tune I see *red*!	Blue Danube Valse (Strauss) (from "Tempo di Valse." (Boosey, Hawkes.)
3	Musicians apparently have always been attracted by colours, when giving titles to their compositions. So I'll just play you a colour selection from which you will be able to choose your favourite hue!	
4	Beginning with two colours, of which we all wish we had a little more.	
5	"Gold and Silver Waltz."	"Gold and Silver Valse" (Lehar). (Boosey, Hawkes.)
6	The ladies will be able to tell me if the next colour is going to be fashionable in the coming spring.	
7	The "Wearing of the Green."	"Wearing of the Green."
8	The next one reminds me of a game—but really I understand they are worn to keep away the *draughts*.	"Lilac Domino" excerpt. Selection.
9	The "Lilac Domino."	
10	The next colour is a *cold* one—but it has a warm interior.	Song, "Little Grey Home in the West."
11	"Little Grey Home in the West."	
12	When the golden sun sinks in the hills, And the toil of a long day is o'er, Though the road may be long, In the lilt of a song, I forget I was weary before.	
13	Far ahead, where the blue shadows fall, I shall come to contentment and rest; And the toils of the day, Will be all charmed away, In my little grey home of the west.	
14	There are hands that will welcome me in, There are lips I am burning to kiss, There are two eyes that shine Just because they are mine, And a thousand things other men miss.	
15	It's a corner of heaven itself, Though it's only a tumble-down nest; But with love brooding there, Why, no place can compare, With my little grey home in the west.	
16	Next, a very popular colour—judging by the title.	
17	"Little Brown Jug."	Song, "Little Brown Jug" (two choruses in D major).
18	Unfortunately, too much of it often leads to this:	Song, "Two Lovely Black Eyes" (key of D, cod style).
19	"Two Lovely Black Eyes."	
20	After a day or so (so I'm told), they turn to	March, "The Red, White and Blue" (Boosey, Hawkes).
21	"Red, White and Blue."	
22	The next, I believe, is quite a popular colour for dance frocks. (Am I right, ladies?) So, at the next dance you go to, watch	"The Pink Lady Valse" (Ascherberg, Hopwood and Crew).
23	"The Pink Lady Waltz."	
24	She will probably have	Song, "Two Eyes of Grey" (Chappell), with record (H.M.V.). (Daisy McGeoch).
25	"Two Eyes of Grey."	
26	And now, I'm going to take the paint-pot and mix all the colours into one song:	Song fox-trot, "There's a Rainbow Round My Shoulder," from the "Singing Fool."
27	"There's a Rainbow Round My Shoulder."	

A NOVEL CAROL SETTING

MALE VOICE CHOIR ON RUGBY PLAZA STAGE

A HIGHLY seasonable musical show was put on for the week before Christmas by the management of the Plaza Theatre, Rugby.

At the end of the film preceding the organ interlude, a slide was shown on the silver screen tabs—"FRANK NEWMAN PRESENTS CHRISTMAS, 1933." Mr. Frank Newman came up on the organ console playing the well-known song, "Nazareth," by way of introduction, leading into the first line of "Nowell." Men's voices took up the carol in four-part harmony, and the tabs opened to disclose a backcloth of a street scene.

It is night, and the stage is a moonlight blue. In front of a big red-brick house standing on the corner are the nine singers. The "road is up," and one or two are sitting on an upturned wheelbarrow, while two or three red hurricane lamps and a charcoal brazier burning merrily (red gelatine and an ordinary lamp) give a realistic touch to the scene. Some of the men are standing; some sitting on a rough bench at the back against the house railings. A scaffold pole resting at each end on a cross-piece gives a familiar touch to the whole set—a typical night-watchman scene. The front door of the big house is lit from behind.

The men are all dressed in rough working clothes. The carols sung were "Nowell," "Good King Wenceslas," "God Rest Ye, Merry Gentlemen," and, to finish up with, one verse of "O Come All Ye Faithful," at the final bars of which the tabs closed, the organ swelled up to a grand finale, and the console disappeared out of sight.

The men who sang so beautifully were picked members of the Rugby Male Voice Choir—one of the best male voice choirs in the Midlands—who have on many occasions been broadcast, and who have won numerous trophies and prizes at musical competitions. The singing throughout was of first-class order, and the ovation which the whole show received on each occasion proved how a novel and well-presented musical show is appreciated.

RITZ, NEW SOUTHGATE

Compton Organ Installation

On Friday, December 22, Alec Taylor, the resident solo organist at the Elephant and Castle Theatre, opened the new Compton three-manual unit organ at the Ritz Theatre, New Southgate, N. Arthur Kearsey has been appointed as resident solo organist, and will commence duties on January 1, 1934. This instrument contains the new "'cello" stop, which, built on the Radiotone principle, gives an exact reproduction of this instrument, and the console is built on the new standardisation principle, and has brilliant illumination.

A WELCOME ANNUAL

The Radio World Reviewed

For all those associated with the radio or gramophone trade, the Broadcaster Radio and Gramophone Trade Annual is indispensable. The 1934 edition, just published by the *Broadcaster and Wireless Retailer*, of 29, Bedford Street, Strand, W.C.2, covers every section of the trade. Commercial, technical and legal questions alike can be answered at once by reference to it.

Tabular information on the supply voltages applying to nearly five thousand districts in the United Kingdom is a valuable feature. The characteristic of practically every valve on the market and the latest form of licence issued by the British Licensing Pool and by the Philips-Mullard group form other parts of this interesting publication.

In addition, figures for twelve months for exports and imports and a service section are given.

One of its most successful features is "Who's Who in Radio," which this year is considerably enlarged and brought right up to date.

The directory is divided into four sections, giving particulars of manufacturers, wholesalers, trade names, and products supplied.

An innovation which will be applauded is a detailed subject index.

Five shillings buys this storehouse of radio knowledge. Or, if you are a subscriber to the *Broadcaster and Wireless Retailer*—2s. 6d.

B.T.P. Introduces Minor Unit

Quality Apparatus for Small Kinema Exhibitor

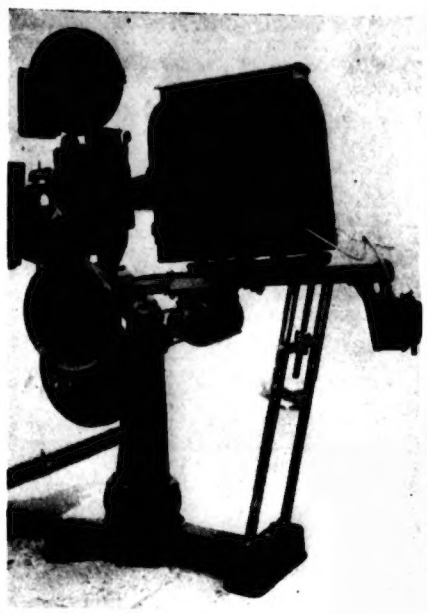
IN order to cater for the small-house exhibitor who hitherto has wished for first-class sound at a minimum of expenditure, B.T.P. have been working during recent months on the production of a new appartus to be known as the B.T.P. Minor Reproducer, which will be placed on the market on January 1, 1934.

Features of the Equipment

The B.T.P. Minor Reproducer embodies the B.T.P. filtered soundhead, assembled upon a new universal base, with B.T.P. standard exponential horn loudspeakers, and B.T.P. dynamic reproducers, together with a new speech amplifier unit, having a response characteristic substantially flat and undistorted speech output of six watts.

The price £375 is the cash price, but for those exhibitors who prefer to do so, advantageous terms can be arranged.

As with all B.T.P. equipment, every component has been designed for its job, and all parts conform to a rigid specification before assembly.



The B.T.P. Minor Reproducer

Sound Reproduction

A high standard of reproduction is achieved by the use of amplifying gear designed to compensate for the peculiarities of film and disc recording, and to minimise to a great extent defects common to auditoriums which are acoustically imperfect. Exponential horn type loudspeakers fitted with B.T.P. dynamic units are employed, located behind a sound transparent screen. Installation is carried out by experienced engineers who are specialists in sound projection.

The Unit in Outline

The following is the outline specification of the B.T.P. Minor A.C. mains equipment.

Minor Universal Base

This consists of a cast pedestal adjustable for height, carrying on a single trunnion bearing the lamphouse rails and motor platform to the rear and the picture and soundheads forward.

The picture mechanism is mounted on a separate bed plate, enabling any well-known make of projector to be fitted, and employs an inverted tooth chain drive provided with a cam-operated tension device in the case of machines in which racking involves movement of the driving shaft centres.

The motor is slung beneath the lamphouse and is normally of the repulsion start induction type, ensuring a smooth start and constant speed.

The exciter lamp supply unit is operated by the motor switch, maximum lamp life and minimum current consumption so being obtained.

The B.T.P. soundhead, mounted immediately below the picture head, employs the well-known combination of curved sound gate and film-driven filter device which has won recognition for B.T.P. equipment during the past three years.

In all essential features the soundhead is identical with that fitted to the standard equipment.

Drive from the underslung motor is effected by a dual belt transmission using endless and stretchless belts provided with adjustable jockey rollers for initial adjustment of the tension.

Scanning is accomplished by an optical system which projects a reduced image of an illuminated slit on to the sound track. The optical system incorporated is corrected for both spherical and chromatic aberration to minimise attenuation of the higher frequencies. The optical system can reproduce over a range of frequencies from zero to 10,000 cycles when so adjusted, and the exciter lamps are duplicated enabling an instantaneous change-over to be effected in the event of lamp failure.

Gas-filled caesium photo cells are mounted in quickly detachable holders immediately behind the gate and feed through a short length of screened lead to the amplifying system.

The Minor speech amplifier is a compact self-contained unit, built on a pressed steel chassis designed for wall mounting between the projectors. It is entirely mains operated, employs no batteries of any description and calls for no maintenance apart from cleaning and the occasional replacement of a valve, the most costly of which is listed at 25s.

The photo-cell amplifiers feed into a fader of conventional form, which provides volume control and changeover from one mechanism to another, thence through resistance coupled and parallel fed transformer stages to a power stage having an anode dissipation of 25 watts and a speech output of 6 watts. An adjustable matching transformer feeds into the stage line at speaker impedance level.

Switchgear is provided whereby one or both photo-cell amplifiers may be disconnected and the output from synchronous or nonsynchronous disc pick-ups fed into the fader in their place. All controls are grouped on an instrument panel conveniently placed to the operator's hand, together with the main switch and anode feed motor.

Loudspeaker is of the exponential horn type, having a 10-ft. air column matched to a dynamic unit, which is mounted behind a sound transparent screen.

Non-Sync. Optional

Non-synchronous disc equipment can be supplied if desired, either as a single or double unit. Induction type A.C. motors and mass suspension pick-ups are employed fitted in a sheet steel container adapted for wall mounting. Volume control and changeover, in the case of a double unit, is carried out on the main amplifier fader as previously described, and it is therefore necessary for the unit to be fitted in the operating box and as near the amplifier as convenient.

Amplifying unit and sound head mechanism

The acoustic service department is staffed by efficient engineers, who were amongst the pioneers of the Industry, and their unequalled experience is unreservedly at the disposal of exhibitors upon request without charge.

B.T.P. control a service organisation operating throughout the United Kingdom. Contracts may be made for regular service visits, which ensure that the equipment is maintained at concert pitch and affords a cheap and effective insurance against mishap. British Talking Pictures, Ltd., regular inspection and emergency service is carried out by fully trained and experienced engineers.

READERS requiring information and advice respecting Patents, Trade Marks or Designs, should apply to Messrs. Rayner & Co., Patent Agents, of 5, Chancery Lane, London, W.C.2, who will give free advice to readers mentioning the "Kine."

Kinemas Planned

ODEON TO BE BUILT IN BLACKPOOL AREA

HULL CONTRACT PLACED—ST. HELENS PLANS READY—SHEPTON MALLET PROGRESS

A NEW kinema, the Odeon, is to be built at Cleveleys, near Blackpool. It will occupy a commanding site opposite the Cleveleys station of the Blackpool and Fleetwood tram-road. Plans have been approved by the Thornton Cleveleys District Council, and it is hoped to commence building immediately after Christmas and to open next August.

The kinema will accommodate 1,250 people, with café and six shops adjoining. Its elevation will be modelled on the lines of the new Garrick Theatre, Southport.

A private limited company, "Odeon (Cleveleys), Ltd.," is responsible, the directors of which are Oscar Deutsch, of Birmingham, chairman of Cinema Service, Ltd., which owns kinemas in various parts of the country; Thomas Livesey, a Wigan business man who resides at Cleveleys; and G. E. Tonge, F.I.A.A., L.R.I.B.A., of Southport, who is the architect for the building. W. Elcock, of Birmingham, is the secretary.

Astoria, Hull, Contract

The contract has now been placed for the erection of the new kinema for Astoria Cinemas (Hull), Ltd., to be erected at the corner of Holderness Road and Lake Drive, Hull.

The work will be carried out by Markell Holmes and Hayter, Ltd., of 198, Albert Avenue, Hull.

The architect is Col. J. E. Adamson, D.S.O., L.R.I.B.A., architect and engineer to the Ashford Trust, Ltd., of 56, Victoria Street, S.W.1.

A large stage with theatrical dressing-rooms is among the extra amenities. On the first floor the Astoria will have a comfortable café.

The kinema will seat 940 people on the ground floor and 492 in the balcony. An organ will be installed. The interior decorations of the kinema will be carried out in plastic paint.

Manchester Steelwork

The steelwork contract for the new kinema at Northenden, Manchester, has been secured by Heenan and Froude, Ltd., Newton Heath, Manchester.

The building has been designed to hold over 1,800 people.

The structure will be steel framed, with rustic bricks and reconstructed stone dressings. The house will have a stage 18 ft. deep, an organ, and provision for an orchestra.

The architect is C. Hartley, 128, Buxton Road, Stockport.

Alterations to St. Helens Kinema

Plans have been prepared by Grey and Evans, architects, of North John Street, Liverpool, for the erection of an auxiliary staircase at the Palladium Kinema, St. Helens. The staircase will be fireproof, the materials to be used being concrete and hardwood, and will lead direct from the balcony to Boundary Street.

A new manager's office will also be erected. These alterations will involve the rearrangement of a few seats in the balcony.

Shepton Mallet Contract Let

The building contract for the new kinema at Shepton Mallet, Somerset, has been placed with W. E. Chivers and Sons, of Devizes, Wilts.

The steelwork will be erected by Wilfred Robbins, Ltd., of Great Bridge, Tipton, Staffs.

The site is in Paul Street and the promoter is A. Pilkington, of "Woodlands," London Road, Salisbury.

The architects, Satchwell and Roberts, L.L.R.I.B.A., 6, New Street, Birmingham, have prepared plans for a kinema seating 467 people and costing about £8,000.

Stoke Conversion

Birkett and Grant have submitted amended plans to Stoke-on-Trent Corporation for the conversion of a skating rink in Bath Street, Tunstall, into a kinema.

East Ham Reconstruction

East Ham Corporation has passed an amended plan for the proposed reconstruction of the Empire Kinema, Barking Road.

New Barnet Site

Negotiations are proceeding for the acquisition of a site in New Barnet for a new kinema.

The agents who have the matter in hand are Alfred Saville and Sons, of 51a, Lincoln's Inn Fields, W.C.2.

Answers to Correspondents

SEPARATELY EXCITED GENERATOR FIELDS

A. Perkins (Cardiff) writes to say that the generator fields of his set are separately excited, and that a spark occurs when the field switches are broken. What is the remedy?

Reply.

When either motor or generator fields are separately excited, it is the usual practice to fit circuit-breakers, which operate on a magnetic blow-out principle; magnetic lines of force draw the spark over as the breaker is opening, thus increasing its gap so that the spark is more readily extinguished.

The trouble can be easily overcome by fitting what is known as a field discharge coil on the "dead" side of the field exciting switch. This consists of a coil of high resistance wire wound non-inductively. On an exciting voltage of 200 volts the resistance of the coil may be about 1,000 ohms in resistance; this means that the wire must be capable of carrying about one-fifth of an ampere without any increase of temperature.

The coil would be best wound non-inductively by obtaining two reels of Eureka wire, each containing 500 yards. The two ends are connected together and winding is commenced, as would be the case with one wire, until the other two ends of the reels are reached; these ends should be connected to the switch. A cardboard former may be used.

UNIFORMS IN WARDOUR STREET

Uniform Supply Co., of 136, Wardour Street, bring a touch of colour and style into their showrooms facing on to the street, and here M. M. Berlin (formerly with Harold's) is ready to give exhibitors the benefit of his 23 years' experience in designing and supplying staff uniforms to independent kinemas and large circuits. 'Phone Gerrard 4402.

On page 28 of last week's *Kine.* it was stated that the organ at the Carlton, Liverpool, is a Compton. The instrument is a three-manual Christie.

THEATRE DECORATIONS FURNISHINGS AND STAGE EQUIPMENT
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It is claimed that with the introduction of Western Electric wide-range reproduction the entire frequency range of the voice is now covered.

The lowest tones of the human voice have a fundamental frequency of about 70 cycles per second, while the high "C" of a soprano has a fundamental of slightly over a 1,000 cycles per second. Western Electric wide-range, having a flat frequency range of about 40 to 8,000 cycles, extends nearly an octave below the deepest tones of the voice and will handle faithfully the upper overtones as far as the eighth harmonic of the soprano's high notes. The range is, therefore, sufficient to reproduce faithfully the quality of all the inflections of the human voice.

Perfect reproduction depends upon other factors besides the frequency range of the reproducing system and requires careful recording technique and accurately controlled film laboratory processing. Actually, the wide-range system reproduces frequencies lower than 40 and higher than 8,000, these being the limits of the range over which the frequency characteristic is flat.

In order to achieve perfect reproduction of music, it would be necessary to have a flat frequency range from 20 to over 10,000, so that absolutely perfect reproduction of the complete instrumental range has yet to be achieved. Wide-range has approached much nearer to this by adding about two octaves to the range which it has been possible to reproduce heretofore.

CHANNEL ISLAND SUPER
New Jersey Company's Project

A scheme is on foot to erect a kinema seating 1,500 in Jersey. A company has been registered as the Forum, Ltd., Hill Street, St. Helier, Jersey, C.I., with a nominal capital of £50,000 and has already acquired the property known as "Le Chassé Colomberie."

An organ is to be installed and provision will be made for stage productions.

The
E. G. TURNER
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'Phone: Whitehall 4087

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Forthcoming Trade Shows

"EVIDENCE OF TRADE SHOW."

On Form D of the Films Act, applicants for registration must give the names, dates of issue and folio numbers of the Trade papers in which notification of Trade show has been given.

It is sufficient to quote this page number and date of issue when filling in form D.

LONDON

Date.		Title of Films.	Stars.	Shown By.	Place.	Time
Fri., Dec.	29	Ask Beccles	Gary Marsh	Paramount	Carlton	10.30
,, ,,	29	Henry's Radio Show	———	Paramount	Carlton	10.30
Tues., Jan.	2	The Lady is Willing	Leslie Howard	Columbia	Prince Edward	8.45
,, ,,	2	Umpa ; Screen Snapshots No. 1	———	Columbia	Prince Edward	8.45
,, ,,	2	Shadows of Sing Sing	———	Columbia	Prince Edward	8.45
,, ,,	2	What Price Speed	———	Columbia	Prince Edward	3
Wed., ,,	3	The Scotland Yard Mystery ...	———	Wardour	Phœnix	3
,, ,,	3	Celebrated Overtures, No. 1 ...	———	Wardour	Phœnix	3
,, ,,	3	Man's Castle	Loretta Young	Columbia	Prince Edward	3
,, ,,	3	Medbury in the Orient ; Mickey's Covered Wagon.	———	Columbia	Prince Edward	8.45
Thur., ,,	4	Girl of My Dreams	———	Pathé	Phœnix	8.45
,, ,,	4	Oh ! What a Duchess	———	Pathé	Phœnix	3.15
,, ,,	4	Counsellor at Law	———	Universal	Prince Edward	8.45
Fri., ,,	5	Sensation Hunters	———	Pathé	Phœnix	8.45
,, ,,	5	A Political Party	———	Pathé	Phœnix	3.15
,, ,,	5	Lily of Killarney	John Garrick	A.P.D.	Prince Edward	8.45
,, ,,	5	Secret Sinners	———	Universal	Rialto	8.45
Mon., ,,	8	Chance at Heaven...	———	Radio	Prince Edward	10.30
,, ,,	8	Say It With Flowers	Mary Clare	Radio	Prince Edward	3
						8.45

BIRMINGHAM

Fri., Dec.	29	The World Changes	Paul Muni	Warner	Forum	10.30
,, ,,	29	Hoop-la	Clara Bow	Fox	West End	10.45
Mon., Jan.	1	In the Money	Lois Wilson	G.-B. Dis	West End	10.30
Tues., ,,	2	On Secret Service	Greta Nissen	Wardour	Forum	10.30
,, ,,	2	Aunt Sally	Cicely Courtneidge ...	G.-B. Dis.	West End	10.30
Wed., ,,	3	Broken Dreams	———	Pathe	Forum	10.45
,, ,,	3	The Constant Nymph	Victoria Hopper ...	G.-B. Dis.	West End	10.30
Thur., ,,	4	Rainbow over Broadway ...	Joan Marsh	G.-B. Dis	West End	10.30

CARDIFF

Fri., Dec.	29	Red Wagon	Charles Bickford ...	Wardour	Queen's	11
,, ,,	29	Face on the Bar Room Floor ...	Bramwell Fletcher ...	A.P.D.	Olympia	11
Tues., Jan.	2	Aunt Sally	Cicely Courtneidge ...	G.-B. Dis.	Empire	11
Wed., ,,	3	Olsen's Big Moment	El Brendel	Fox	Park Hall	11
,, ,,	3	The Constant Nymph	Victoria Hopper ...	G.-B. Dis.	Empire	11
Thur., ,,	4	Carnival Lady	———	Pathé	Park Hall	11

GLASGOW

Fri., Dec.	29	Aunt Sally	Cicely Courtneidge ...	G.-B. Dis.	Picture House	10.45
Wed., Jan.	3	Ask Beccles	Gary Marsh	Paramount	Playhouse	11

LEEDS

Fri., Dec.	29	Red Wagon	Charles Bickford ...	Wardour	Rialto	11
,, ,,	29	Olsen's Big Moment	El Brendel	Fox	Scala	11
Tues., Jan.	2	Happy	Stanley Lupino	Wardour	Rialto	11
,, ,,	2	Ask Beccles	Gary Marsh	Paramount	Paramount	10.45
,, ,,	2	Aunt Sally	Cicely Courtneidge ...	G.-B. Dis.	Scala	11
Wed., ,,	3	Carnival Lady	———	Pathé	Tower P.H.	11
,, ,,	3	The Constant Nymph	Victoria Hopper ...	G.-B.Dis.	Scala	11
Thur., ,,	4	Broken Dreams	———	Pathé	Rialto	11

LIVERPOOL

Fri., Dec.	29	Olsen's Big Moment	El Brendel	Fox	Trocadero	11
Tues., Jan.	2	On Secret Service	Greta Nissen	Wardour...	Forum	11
,, ,,	2	Hoop-la	Clara Bow	Fox	Trocadero	11
Thur., ,,	4	Broken Dreams	———	Pathé	Forum	11
,, ,,	4	Aunt Sally	Cicely Courtneidge ...	G.-B. Dis.	Trocadero	11

MANCHESTER

Fri., Dec.	29	The House on 56th Street ...	Kay Francis	Warner	Theatre Royal	10.45
Tues., Jan.	2	Broken Dreams	———	Pathé	Theatre Royal	11
,, ,,	2	Olsen's Big Moment	El Brendel	Fox	Piccadilly	11
,, ,,	2	Ask Beccles	Gary Marsh	Paramount	Paramount	10.45
Wed., ,,	3	On Secret Service	Greta Nissen	Wardour	Theatre Royal	10.45
,, ,,	3	Aunt Sally	Cicely Courtneidge ...	G.-B. Dis.	Piccadilly	10.45
Thur., ,,	4	Carnival Lady	———	Pathé	Theatre Royal	11
,, ,,	4	In the Money	Lois Wilson	G.-B. Dis.	Piccadilly	10.45

NEWCASTLE

Fri., Dec.	29	Shorts	———	Paramount	Paramount	10.30
,, ,,	29	Hoop-la	Clara Bow	Fox	Queen's	10.30
Wed., Jan.	3	Happy	Stanley Lupino	Wardour	Stoll P.H.	10.30
,, ,,	3	Broken Dreams	———	Pathé	Stoll P.H.	10.45
Thur., ,,	4	Aunt Sally	Cicely Courtneidge ...	G.-B. Dis.	Queen's Hall	10.45

NOTTINGHAM

Fri., Dec.	29	Master of Men ; Before Midnight	———	Columbia	Scala	11
,, ,,	29	White Woman	Charles Laughton ...	Paramount	Elite	10.45
Tues., Jan.	2	Dancing Lady	Joan Crawford	M-G-M	Scala	11
Wed., ,,	3	Red Wagon	Charles Bickford ...	Wardour	Scala	11
Thur., ,,	4	The World Changes	Paul Muni	Warner	Elite	10.30

SHEFFIELD

Fri., Dec.	29	Red Wagon	Charles Bickford ...	Wardour	Hippodrome	10.45
,, ,,	29	Meet the Baron	Jack Pearl	M-G-M	Cinema House	11
Tues., Jan.	2	Face on the Bar Room Floor ...	Bramwell Fletcher ...	A.P.D.	Picture Palace	11
,, ,,	2	Broken Dreams	———	Pathé	Hippodrome	11
,, ,,	2	Aunt Sally	Cicely Courtneidge ...	G.-B. Dis.	Regent	11
,, ,,	2	Master of Men ; Before Midnight	———	Columbia	Central P.H.	11
Wed., ,,	3	The Constant Nymph	Victoria Hopper ...	G.-B. Dis.	Regent	11
Thur., ,,	4	Carnival Lady	———	Pathé	Hippodrome	11

Registered Under the Act

BY the courtesy of the Editor of the *Board of Trade Journal*, we are enabled to present a list which covers the period December 13 to December 19. Films the names of which appear in italics are parts of series (or serials).

Title of Film.	Registered by.	Maker's name.	Length (feet).	No.
BRITISH.				
DECEMBER 16.				
Two Minutes' Silence...	Universal ...	McDonagh Film Prod.	6,736	Br. 9579
This Golf Game, No. 2	M-G-M ...	John Betts ...	827	Br. 9580
DECEMBER 18.				
Taking Ways	Universal ...	Sound City ...	3,638	Br. 9582
Eyes of Fate	,, ...	,, ...	6,136	Br. 9583
FOREIGN.				
DECEMBER 13.				
The Face on the Bar-Room Floor.	A.P. & D. ...	Aubrey Kennedy Corp.	6,230	F. 9563
Little Miss Mischief ...	First National ...	Vitaphone Corp.	948	F. 9564
DECEMBER 15.				
The World Changes ...	Warner	Warner	8,219	F. 9565
From Headquarters ...	,, ...	,, ...	5,792	F. 9566
The House on 56th Street	,, ...	,, ...	6,222	F. 9567
Tune Detective ...	,, ...	,, ...	861	F. 9568
How'd Ya Like That	,, ...	,, ...	1,611	F. 9569
Mills Blue Rhythm Band	,, ...	,, ...	970	F. 9570
Day with Dick Powell	,, ...	,, ...	723	F. 9571
Girl Trouble	,, ...	,, ...	1,802	F. 9572
Mush and Milk ...	M-G-M	Hal E. Roach ...	1,625	F. 9573
Midsummer Mush ...	,, ...	,, ...	1,846	F. 9574
Backs to Nature ...	,, ...	,, ...	1,745	F. 9575
Wild Poses	,, ...	,, ...	1,660	F. 9576
DECEMBER 15.				
The Soda Squirt ...	M-G-M	M-G-M ...	568	F. 9577
Sherman Said It ...	,, ...	Hal E. Roach ...	1,463	F. 9578
DECEMBER 16.				
Dancing Lady ...	M-G-M	M-G-M	8,207	F. 9581
DECEMBER 18.				
Broken Dreams ...	Pathé	Monogram Corp.	6,150	F. 9584
Carnival Lady ...	,, ...	Goldsmith Prod.	6,080	F. 9585
Ducky Dear	Paramount ...	Paramount Inter.	1,666	F. 9586
I Heard	,, ...	,, ...	647	F. 9587
Alice in Wonderland ...	,, ...	,, ...	7,146	F. 9588
DECEMBER 19.				
Before Midnight ...	Columbia ...	Columbia ...	5,570	F. 9589
Roamin' Thru the Roses	,, ...	,, ...	1,607	F. 9590
The Bill Poster ...	,, ...	,, ...	556	F. 9591
Master of Men ...	,, ...	,, ...	6,144	F. 9592
Fast Fingers	,, ...	,, ...	947	F. 9593
Jimmy and Sally ...	Fox	Fox	6,257	F. 9594
Where is My Wandering Boy To-night ?	,, ...	,, ...	768	F. 9595
Toyland	,, ...	Paul Terry and Frank Moser.	516	F. 9596
When Yuba Plays the Rumba on the Tuba.	Paramount ...	Paramount Inter.	669	F. 9597

**** The length of the Radio film entitled "The Silver Cord" (F. 8985) has been altered to 6,220 feet.

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26 ,, ,, ,, 20
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WANTED, fully qualified Secretary for limited liability company owning three theatres in provincial towns; accounts, secretarial work and knowledge of kinemas. — State age, experience and salary required. — O., Box 539, Kinematograph Weekly.

WANTED, three Assistant Managers to be trained with a view to promotion; must have had at least twelve months' previous experience; age 20 to 30 years.—Send particulars, stating salary required, weight, details of experience, photograph, to Q., Box 541, Kinematograph Weekly.

WANTED, a brilliant, live-wire, modern, experienced Stage Producer, capable of staging lavish productions economically; thorough knowledge of lighting technicalities.—P., Box 540, Kinematograph Weekly.

SITUATIONS WANTED

MANAGER of experience, ability and integrity requires position, London or provinces; excellent references; fidelity bond.—Henry, 30, Lansdowne Road, Croydon.

FIRST-CLASS Operator-Electrician, age 25, married, seeks change; 14 years' experience; maintenance or any installation; 100 per cent. show — T., Box 518, Kinematograph Weekly.

OPERATOR - ELECTRICIAN, experienced all principal sound systems, projectors, arcs; accept moderate salary.—Perry, 341, Hertford Road, London, N.9.

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FOR SALE.
Thousands of New and Second-hand TIP-UP CHAIRS.
Cinema Supply Company,
Hanway Street, Tottenham Court Road, W.1.
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WANTED, second-hand KALEE 6's, 7's and 8's for cash.—Baldwin, 22, Parsonage, Manchester.

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WANTED, Film of the Grand National, 1931.—Write, stating price, to Box X., 7, Davies Street, W.1.

PRESTON FILM SERVICE
Large stock of films for sale or hire.
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KINEMA HOUSE, Vicarage, Tithebarn Street, Preston ('Phone 4520)

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HAMPTON & SONS announce they have a *special department* devoted solely to the letting and selling of *cinema properties*, with a manager in charge who has had wide experience in all kinds of Cinema transactions. Owners wishing to place their properties in the market for disposal, or applicants seeking an addition to their circuits are invited to communicate with

HAMPTON & SONS
20, St. James's Square, London, S.W.1, where their business will be treated in a strictly confidential manner

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KALEE

for satisfaction and service

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British News Theatres, Ltd.
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London, E.C.2.

13th November, 1933.
Kershaw Projector Co.,
Cinematograph Specialists,
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You will appreciate that in a Railway Station News Theatre, it is of paramount importance that all the technical equipment should be 100% efficient, and not only have your Projectors come up to our expectations in this matter, but your Service is also most excellent, for which we are most appreciative.
We are, Gentlemen,
Yours faithfully,
p.p. British News Theatres, Ltd.
(Signed) Norman J. Hulbert,
Managing Director.

KALEE

KING OF PROJECTORS
LONDON AND ALL BRANCHES

THE SATINTONE (REGD.)
FRONT PROJECTION SOUND SCREEN
SEAMLESS FABRIC
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Remo House, 310-312, Regent Street, W.1
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	SUSSEX.			
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Clients ready to acquire Cinemas in all parts of the United Kingdom.

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Printed and Published for the Proprietors, Kinematograph Publications, Ltd., by ODHAMS PRESS Ltd., Long Acre, W.C.
December 28 1933.

GINA MALO
IN

Lily of Killarney

The Greatest Musical Romance of the Emerald Isle ever produced with

JOHN GARRICK + STANLEY HOLLOWAY
LESLIE PERRINS + + SARA ALLGOOD

and a Cast of 500 Players

A Julius Hagen Twickenham Production — Directed by Maurice Elvey

TRADE SHOW

presented by FREDERICK WHITE and GILBERT CHURCH, at

Prince Edward Theatre (Old Compton St., W.1) on Friday Evening, January 5, 1934, at 8.45

Controlled throughout the United Kingdom and Irish Free State by
ASSOCIATED PRODUCING & DISTRIBUTION COMPANY, 193, Wardour Street, W.1